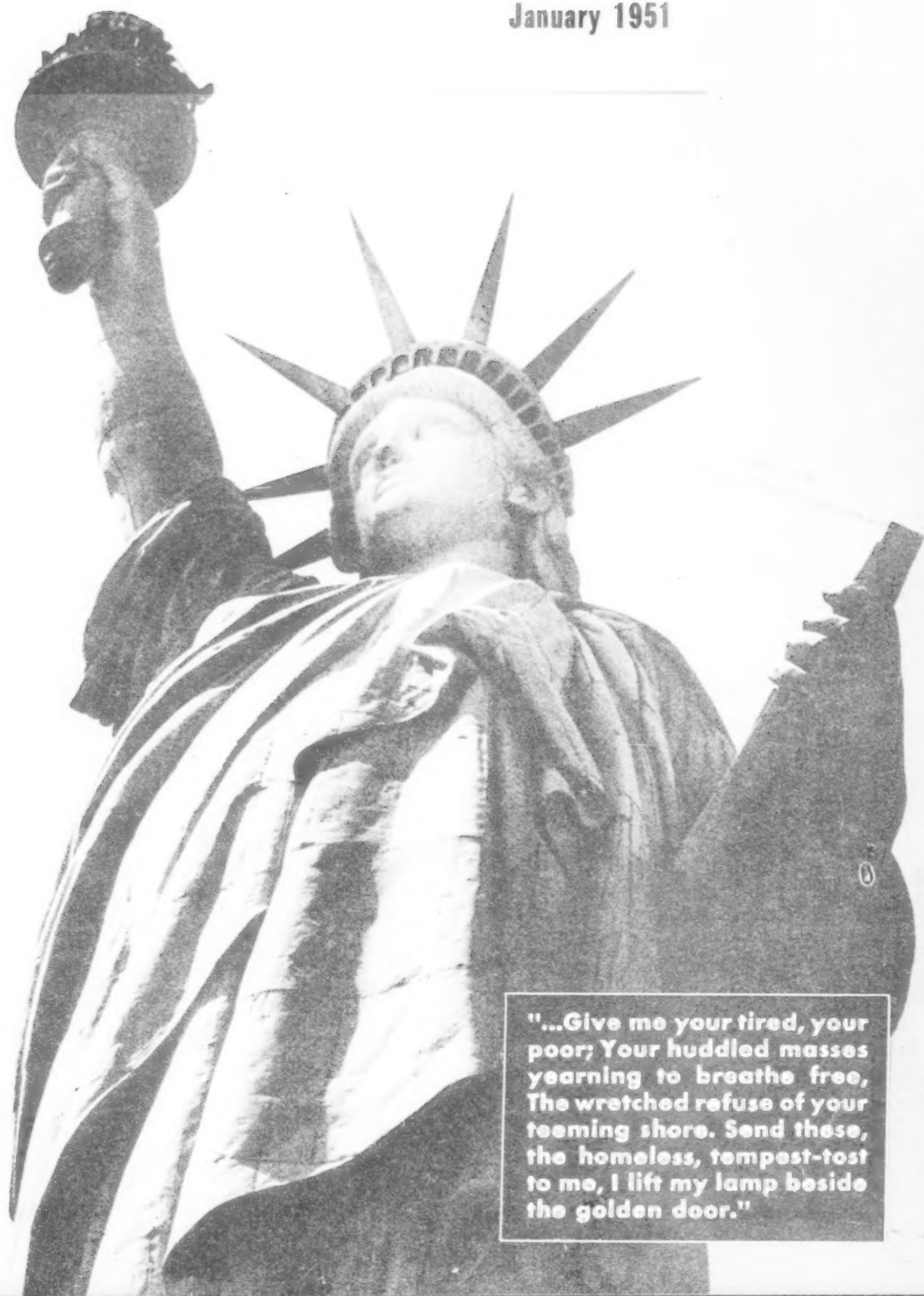


January 1951



"...Give me your tired, your
poor; Your huddled masses
yearning to breathe free,
The wretched refuse of your
teeming shore. Send these,
the homeless, tempest-tost
to me, I lift my lamp beside
the golden door."

d. h. ahrend — a complete direct mail service for nearly 60 years

call

MU 6-3212

and you'll discover an experienced
organization **-AHREND-** where you get
every direct mail facility you need!

catalogs
cash-register copy
sales-minded art
letterpress printing
offset lithography
sales letters
brochures
dealer aids
list selection
mailing

*now 36
awards*

For better direct mail results, use Ahrend. Our clients have won 33 national awards based on results in the past five years alone. Our merchandising analysts and creative staff will advise you or plan your complete campaign. You'll save time—you'll save money—you will be way ahead with Ahrend—the house of creative thinkers and experienced craftsmen.

58 YEARS EXPERIENCE SERVING DIVERSIFIED INDUSTRIES WELL

d. h. ahrend co.

333 EAST 44 STREET • NEW YORK 17, N. Y.

visit us when you're in New York—we're three blocks east of grand central

FASHION



The world of fashion, peopled by connoisseurs of the niceties of taste, abounds in occasions to express delicacy and refinement which no display type so completely satisfies as Huxley Vertical. Its fundamental formality is softened by a Bohemian scorn of stuffiness and enlivened by a faintly playful freedom. Its distinguished narrow erectness retains its slim youthfulness throughout the whole ten sizes, optically only little heavier in 120 point than in 18 point.

Huxley Vertical's dainty, clean-line monotone is ideally suited to booklet covers and titles, has an exceptional affinity for ladies' wear or men's formals, while for toiletries and the aesthetics its freshness and purity are unrivalled. Specimen sheet on Huxley Vertical gladly sent on request.

HUXLEY
VERTICAL

Designed by
WALTER HUXLEY
noted artist and typographer

AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey

Branches in Principal Cities



"OUR NEW LETTERHEADS LOOK WONDERFUL, MR. WHITE!"



"Yes! They're on
Hammermill Bond.
That was our
printer's idea!"

YOUR PRINTER, a specialist in paper, recommends Hammermill Bond because he knows from experience that it will bring satisfaction to you and your goodwill to him. He knows that its snow-white appearance adds impressiveness to your business messages . . . that its firm, smooth surface enables your typists to do faster, neater work. Ask him about Hammermill Bond.

All-round good quality at modest cost has made Hammermill Bond the choice of hundreds of thousands of progressive businessmen. They specify it year after year. But why not examine Hammermill Bond for yourself? Send for your **FREE** sample book today.

HAMMERMILL BOND



You can obtain business printing on Hammermill papers wherever you see this shield on a print-shop window. Let it be your assurance of quality printing.

Hammermill Paper Company • 1621 East Lake Road, Erie 6, Pennsylvania

Please send me—**FREE**—the sample book of **HAMMERMILL BOND**.



Name _____

Position _____

(Please attach to, or write on, your business letterhead.)

TR-JAN

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC



The Reporter of DIRECT MAIL ADVERTISING

17 East 42nd Street, New York 17, N.Y.

Editorial and Business Offices

MURRAY HILL 2-7424

Volume 13

Number 9

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M. L. STRUTZENBERG, Circulation Mgr

HENRY HOKE, JR., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

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SHORT NOTES

DEPARTMENT

◆ **WHAT'S AHEAD for Direct Mail?** That's the question thrown at us constantly. What's ahead for everything? ... is one answer. Most experts agree ... 1951 will be a year of crisis. Huge mobilization is positive. That will change entire selling picture. But direct mail grew in the early 1940's. It was put to many new and unusual uses. Will happen again ... unless there is outright war of totally different kind than "last time." Last week of old year this reporter spent in Washington ... interviewing. Trying to find out if there were any plans to set up—an Information or Campaigns Bureau ... similar to OWI; trying to find out if there were any definite plans for home-front drives in which direct mail could help. It's a confused and discouraging picture. The only possible conclusion for the present ... keep on plugging along "usual" lines ... to keep business going and boost morale. Sit tight and wait until someone pushes the button to signal what kind of conversions in our lives and advertising are needed most. The Reporter will be ready, in any emergency, to tell you what has been done before and ... how you can help with your direct mail.



◆ **GET THIS ...** without fail. This reporter attended a press conference on January 4 at the Research Institute of America, 292 Madison Avenue, New York 17, N. Y. at which time Leo Cherne released and explained a special report, "Your Business and the A-Bomb." It is a sobering but non-hysterical document. Should be helpful in guiding your thinking. Reporter readers can get copy free. Highlight: Too much planning (and fear) can hurt; too little planning can be fateful.



◆ **FEDERAL TRADE COMMISSION** recently issued an order seemingly relaxing a little its previous announcement in 1948 that it would follow a strict interpretation of the word "free" in advertising. The 1948 order forbade use of the word "free" (or words of similar

import) unless it meant an outright gift without any strings or conditions. In the new decision, released November 3rd, Commissioner Ayres said the policy was being applied "realistically" in a case involving Funk & Wagnall's New Standard Encyclopedia. He also said that the previous ruling did not have the force of law, but was intended only as a general guide. The F.T.C. still condemns the use of the word when it is misleading, but does not ban it entirely.



◆ **AN ADVERTISING MERIT AWARD** for Security Brokers, Dealers and Investment Bankers has been announced by John T. McKenzie, Editor of Standard & Poor's publication, "Advertising-In-Action" 345 Hudson Street, New York 14, N. Y. Starting January 1, 1951, Merit Certificates will be given each month for good merchandising ideas, newspaper and advertising campaign in the investment field. An impressive Advertising-In-Action Trophy will be presented to the National Winner at a special 1951 year-end invitation dinner.

This reporter is serving on board of judges. But Larry Chait should be taken off ... so his wonderful booklet could win a deserved award.



◆ **"THIS IS MEREDITHS"** is the title of an impressive, 8½ by 12 inch, 62-page booklet just released by Meredith Publishing Company, Des Moines, Iowa (publishers of Better Homes & Gardens). The book is an up-to-date thesaurus of the company's activities. Its purpose: to give all Meredith employees (both old and new) a thorough indoctrination. Also to be used as a public relations tool. One of the best jobs of company explaining we have ever seen. Charles Stark, Manager of the News Bureau, may be able to get you a copy.



◆ **A PAPER BAG** was used as the mailing envelope for a recent letter from Larry Schwartz of The Wexton Company. (Continued on page 6)

No. 9 of a series of people YOU have on Your Mailing List.

THIS IS COMMUTER CLARENCE



He goes through his mail on the train.

Just picture him trying to write his name and address on rolling wheels. It will be as hard to decipher as the scribbles of a three-year-old. That's where **REPLY-O LETTER** comes in! The card needs no pencil, pen or fill-in. And the (already filled-in) reply card travels in an exclusive slip-out pocket.

Is it any wonder that returns are up to 50% better for users? And at lower costs! Example:

"... we have used well over a half million Reply-O Letters. Our dealers report an exceptionally high percentage of replies."
—Iron Fireman Manufacturing Company

Send for sample letters and free copy of "IT WAS ANSWERS HE WANTED."

**USE THE
REPLY-O
LETTER**



Write to the **REPLY-O**

PRODUCTS COMPANY

150 WEST 22nd ST., NEW YORK 11

Sales Offices

BOSTON — CHICAGO — CLEVELAND
DETROIT — TORONTO

MOSELY 25,000- TRANSACTION EXPERIENCE

can help YOU find overlooked
**NEW MAIL ORDER
MARKETS IN VOLUME**

to test to mail in full later to
bring **YOU**
**NEW MAIL ORDER
CUSTOMERS IN VOLUME**

MOSELY "KNOW-HOW" on Mail Order Markets is backed by "KNOW-HOW" in production, list development, list research and all phases of modern MAIL ORDER LIST counsel and use. MOSELY individualized interest and group service cost no more.

Write today Dept. RE-12

MOSELY

SELECTIVE LIST SERVICE

Mail Order List Headquarters
38 Newbury St., Boston 16, Mass.

Com 6-3380

Charter Member NATIONAL COUNCIL

NEW

OF MAILING LIST BROKERS

MAIL ORDER CUSTOMERS IN VOLUME



FREE KIT!
"How Photos
Can Boom
Your Sales"

MOSS low cost PHOTOS

BLACK and WHITES

8x10's 5¢ each in 1,000 lots;
postcards \$27.50 per M.
"It's a photo—it's authentic!"
Moss photos have been whipping
pep and sales punch into direct-
mail campaigns for years. How?
Send for samples and prices!

8 X 10

5¢

FULL COLOR Foto Post Cards 7¢
Your product in full-
color on a penny
mailing-card is sure-
fire sales dynamite. Now
for the first time—low
quantities, low cost.
From your color trans-
parency or original art-
work. Samples and
amazing details for the
asking.

Write for FREE
Photo Sales portfolio.

MOSS PHOTO SERVICE Inc.

185 West 46th St., N.Y. 19, N.Y.

FREE!

MOSS PHOTO SERVICE
155 W. 46th St., N.Y. 19

Yes, I want that FREE Photo Sales Kit
on "How Photos can boom my sales".

Name _____
Company _____
Address _____

pany, 1780 Broadway, New York 19, N. Y. Letter pitch: "The success of your spring display kit will be in the bag if you plan your display materials to fit retailer needs." Good stunt.



◆ "6 EASY WAYS to recognize a Bad Check" is the title of an unusual booklet being distributed by the author, C. H. Fletcher (Fraud Detection and Prevention Bureau, 2515 West 82nd Street, Chicago 29, Illinois). Although the booklet sells regularly for \$1 a copy . . . readers of The Reporter may have a free examination copy. Imprinted booklets are being purchased in quantities by a great many leading banks and manufacturers as a good will builder. Copies in quantity may be obtained for as little as 15¢. Mr. Fletcher is a well-known criminologist and knows what he is writing about.



◆ SPEAKING OF FORGERY, the man who calls himself the "world's foremost legal forger," is available if you want your name signed on letters, greeting cards, or what-have-you. He is Saul Louis Wollman, 225 West 34th Street, New York 1, N. Y. He can reproduce two or three thousand signatures as an easy day's work. Over the past twenty years he has been duplicating the signatures of many noted people . . . even the autographs of busy authors, baseball players and movie stars.



◆ AN INTERNATIONAL ADVERTISING CONFERENCE is scheduled to be held in London, July 7 to 13, 1951. Tentative theme: "The Tasks of Advertising in a Free World." Elon Borton, President of the Advertising Federation of America, is Chairman of the American Advisory and Promotion Committee. Details can be obtained through the Advertising Federation of America.



◆ AN UNUSUAL SAMPLE FOLDER is now available from Eastern Corporation, Bangor, Maine. It is # 9 in a series of special letterhead designs built around great names in history. Latest portfolio has special letterheads for fictional people like Rip Van Winkle, Santa Claus, John Silver, etc. Good idea. Designed for Eastern by Harold G. McMennamin, well-known New England typographer.



◆ A ROSTER OF THE 82ND CONGRESS is available from Howard Paper Mills, Inc., Dayton, Ohio. Very timely

and clever promotional stunt by the manufacturers of Correct Bond. Lists all the Senators and Representatives by states and districts. And there is some good advice about making your thoughts known by letter. Get a copy for your idea file.



◆ BROTHERHOOD WEEK is scheduled for February 18 to 25. It is sponsored by the National Conference of Christians and Jews. General Chairman is Eric Johnston. The Honorary Chairman is the President of the United States. If any of you house magazine editors want to help in promoting this worthwhile undertaking, an editorial kit containing plenty of suggestions is available from John Farrar, 381 Fourth Avenue, New York 16, N. Y.



◆ THE MOST ELABORATE house magazine in the world reached us in December. The special 1950 Christmas edition of "What's New," prize-winning house magazine of Abbott Laboratories, North Chicago, Illinois. It out-flairs Flair. 62 pages. 9 3/4 by 12 1/2 inches. Although distribution was limited to every physician and intern in the United States . . . you might be able to get a copy by writing to DMAA member Charles S. Downs, Vice President in charge of Advertising. The Abbott campaign won the top award in the 1950 DMAA Best-of-Industry Contest. The art work and the printing in the Christmas edition is out of this world.



◆ "POINTERS FOR PRINTING BUYERS" is the title of a series of booklets being issued by The McArdle Printing Company, Inc., 2201 M Street, N. W., Washington 7, D. C. # 7 in the series is devoted to paper. Hildegard Cook, Circulation Manager of "The Business Outlook," of Washington, was greatly impressed and says: "The most lucid, short description of paper and its uses that I have seen." We agree. Maybe you can get a copy for your idea file.



◆ HOTEL AND RESTAURANT people particularly should be well pleased with a new book just released by Ahrens Publishing Company, Inc., 71 Vanderbilt Avenue, New York 17, N. Y. It is Ahrens' first venture into full-length textbooks . . . their regular business being devoted to trade papers. "Profits Through Promotion" is the title. Price \$5. The author is C. DeWitt Coffman. The hotel field has needed such a book

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for a long, long time. The author has done a magnificent job in converting what might have been a dry subject into something very interesting and readable. Many chapters are applicable to general fields of sales and advertising. The Reporter has no hesitancy in recommending it.



◆ **AND SPEAKING OF HOTELS . . .** there is a constantly increasing interest in direct mail. Plenty of time was devoted to the subject at the recent convention of the American Hotel Association in Detroit, where John Patafio, Sr. of Ambassador Letter Company, represented direct mail. He has also presented the Association with a cup . . . to be awarded each year to the hotel conducting the most outstanding direct mail campaign.



◆ **"PIPE DREAMS" . . .** is fast becoming one of our favorite regular reading chores. Published bi-monthly by the Universal Concrete Pipe Company, 297 South High Street, Columbus, Ohio. The editor is H. X. Eschenbrenner. It is one of the most readable and interesting house magazines in the country. Try to get a copy for your entertainment and information.



◆ **MORE AND MORE PEOPLE** are getting burned up over the slow delivery of mail. We are getting more and more editorials and news items clipped from papers . . . sent to us by readers around the country. Even The Reporter is crabbing. Our magazine is being held up altogether too long. Worst offenders seem to be the smaller post offices which allow second class and third class mail to accumulate, with no way to route the oldest out firstest. The Post Office is investigating.



◆ **A NATIONAL RELIGIOUS MAGAZINE** recently reprinted "a prayer for Christmas 1950" and credited its authorship to The Reporter of Direct Mail Advertising. Many church people liked it. One college president called and asked for permission to use it for his personal Christmas card. But a big **CORRECTION** is needed. The prayer appeared on the back cover of the November 1950 issue of The Reporter . . . in the advertisement of the International Paper Company. It was written by Richard Faulkner of the Advertising Department. It's the only case (to our knowledge) where a large national ad-

(Continued on page 8)



Great... for a guy with ten thumbs!

- Of all the mean little piddling jobs . . . do you know any worse than separating little postage stamps, licking and sticking them on?
- The postage meter *prints* postage, any amount needed in one stamp, for any kind of mail—even parcel post. Prints a dated postmark, with a small advertisement (optional), seals the envelope flap at the same time.
- The meter is set by the postoffice for as much postage as you want to buy . . . protects your postage from loss or misuse. Visible registers show postage on hand, and postage used.
- There's a postage meter for every office and shipping department, large and small. Ask your nearest PB office to show you the model you need . . . or send coupon for free illustrated booklet.



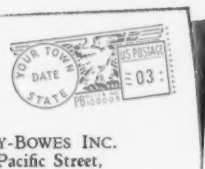
New desk model



PITNEY-BOWES

Postage Meter

World's leading makers of
mailing machines . . . offices in
93 cities in the U. S. and Canada



PITNEY-BOWES INC.
2063 Pacific Street,
Stamford, Conn.

Send illustrated booklet to:

Name _____
Firm _____
Address _____



PUNCHES sheets and covers of any size or weight, quickly, accurately



BINDS up to 250 books an hour with colorful GBC plastic bindings

BIND THIS MODERN WAY right in your own OFFICE or plant

Add prestige...color...attention-compelling appearance to reports, presentations, catalogs. GBC plastic binding equipment* quickly...easily...economically binds loose pages of all sizes into handsome custom-made booklets. Pages turn easily...lie flat. Complete office equipment costs less than a typewriter...saves 50% over old-fashioned fastener-type covers. Anyone can operate.

*PATENTS PENDING

SPECIAL TRIAL OFFER

Send today for information and 2 handy pocket memo books bound on this equipment. No obligation.

General Binding Corporation
808 W. Belmont Ave., Dept. RD-1
Chicago 14, Ill.

Lists

of proven
reliability

Industrial List Bureau
45 Astor Place, New York 3, N.Y.



EYE* CATCHERS

For direct mail promotions... a unique photo service... used by large and small advertisers everywhere... in all kinds of promotions... See how WE sell by mail... Write for FREE proofs No. 42.

EYE* CATCHERS, Inc.
10 E. 38 St., N. Y. City 16

You get a quick answer at **Watkins 4-0500** to every one of your **ENVELOPE PROBLEMS**

Don't waste time wondering what to use for that next unusual mailer of yours. We've the answer right on top. Just give us a call. Yes, that's right...

OVER 1800 DIFFERENT STYLES OF ENVELOPES and MAILING DEVICES

Write or phone for complete catalog.

Direct Mail Envelope Co., Inc.
15 West 20th Street, New York 11, N. Y.

vertiser has devoted its entire space for one month each year to a prayer (with the company name in very, very small letters). This has been going on since 1944. All seven prayers were written by Dick Faulkner. They have all been beautiful. Reprint requests have poured in from all over the world. This year more than 42,000 individual copies have been mailed. It would be interesting to have all the prayers assembled in one booklet.

◆ **SHYSTERS AND CHISLERS** are still making unfair use of permit business reply envelopes. Bob Bravo of Hobart Brothers, Troy, Ohio recently received one of their envelopes stuffed with atheistic literature from Truth Seeker Company, Inc., 38 Park Row, New York 8, N. Y. But the postmark was from Independence, Missouri. If any of you readers receive such material in your business reply envelopes, and if there is any chance of tracing the culprits... submit your evidence to your local post office inspector. Or send it along to The Reporter.

◆ **IRWIN LYNCH**, Advertising Manager of Sun Spot Company of America, 1520 Ridgely Street, Baltimore 30, Maryland says he received a lot of letters from Reporter readers as the result of our item about his reprint "Sales Success Based on Ability to get Along." Received letters from as far away as Sydney, Australia and London. Now he has another one... an article titled "Would I Hire Me?" So another item is necessary. The article by Irwin Lynch is reprinted from the National Bottlers' Gazette of September 1950. Available on request.

◆ **A SHOCKER OF A LETTER** was sent out during November to advertising agencies by Station KBOR, P. O. Box 472, Brownsville, Texas. The copy is too tough or rough to be reprinted in The Reporter. However, beneath its roughness is a powerful story. If you write to James F. Davis of the Sales Department, he might send you a copy of it. Ask him for the Cantu-Matamoras letter.

◆ **WHEN? WHEN? WHEN?**... will the Congress of the United States have the courage to prohibit the abortive use of the Congressional frank? Latest is a long post card bearing the frank of Hon. Wint Smith of Kansas. It is being mailed by the Committee for Constitu-

tional Government... Edward Rumeley's outfit on 42nd Street, New York City. Card bears the disarming slogan "Not printed at Government expense." But that is a laugh. The C.C.G. paid only the cheap below-commercial-cost Government rate and it didn't pay any postage. In other words, the promotion for Rumeley's blundering Committee is mostly at the taxpayers' expense.

◆ **ONE OF THE BEST** of the pre-Christmas letters from a charitable organization was exactly and only seven lines long. Such a relief from other long-winded appeals. But we have been asked not to mention the name.

◆ **AN ENTIRELY NEW TYPE** of office copying machine is now available from the Charles Bruning Company, Inc., 100 Reade Street, New York 13, N. Y. It is called "BW Copyflex." It is the first machine designed to make low cost direct positive copies of letters, records, reports, etc. in a business office without the use of inks, chemicals, dark rooms, or special lighting. Can be plugged into any AC line. Secret is in special paper coated with aniline dye. Write to Advertising Manager Charles Norris for details.

◆ **A CRUMPLED LETTER**... was used by Salem Kirban, President of the Senior Young People's Fellowship, The Church of the Open Door, 5455 Old York Road, Philadelphia 41, Pennsylvania as a very effective attention-getter in an appeal for funds. After the letter was processed it was mashed and crumpled (instead of folded). The envelope was marked for postal employees "Please Hand Stamp." The letter started: "You're probably startled that I sent you a crumpled letter, Henry." The tie-in idea: "If our goal is not reached, we might as well crumple up our hopes and scrap them as another 'too little and too late' failure." Entire letter handled very well. Powerful story for the particular group affected.

◆ **HAROLD E. HOLMAN** will be the man most directly concerned with controls or allocations of paper during the emergency. A sound man for the job. He was formerly a Vice President of Champion Paper Company and worked with Harold Bechenstein in Forest Products Division of WPB during World War II. He was Chief of Forest Products Division of Dept. of Commerce prior to organization of National Production Authority. He now carries on in the new set-up with supervision over

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everything relating to paper. The old files of the Graphic Arts Victory Committee have been placed at his disposal. The Reporter will back him up with whatever programs are needed. Will keep you all advised.



◆ **AMVETS** are still using the questionable punch boards as gimmicks for raising funds. A device which "skirts" the lottery laws seems to be beneath the dignity of an organization headed by Harold Russell.



◆ **STRATHMORE PAPER COMPANY**, West Springfield, Massachusetts, recently released its most impressive paper-sampling portfolio. A big job . . . 11 by 15 inches. Portfolio contains, in addition to text matter on the importance of making paper a part of the picture, twelve modern examples of expressive selling. Some are die-cuts or unusual folds. Entire presentation was created by Lester Beall. It is worth a place in anyone's idea file.



◆ **THE NEW YORK JOURNAL AMERICAN** did a good job of exposing charity rackets in a series of articles during November by reporter Don Sheard. Mostly concerned with phony street and telephone solicitations which are hurting all legitimate campaigns. Incidentally, the pre-Christmas mails were not nearly as full of fund raising appeals as last year. We still think (see December Reporter page 12) that all solicitation mailings should have some "seal of authenticity."



◆ **NEW YORK UNIVERSITY** is offering a new course in layout and design problems of direct mail advertising. Course will start February 5 and will be conducted by Alexander Nesbitt. Information can be obtained from Professor Sydney G. Roth, Washington Square, New York 3, N. Y. It is good to see so many of the colleges devoting more attention to the problems of direct mail.



◆ **A RED SANTA CLAUS FACE** was printed on the BACK of all letterheads used by Bowey's, Inc. (771 Bedford Avenue, Brooklyn 5, N. Y.) during the pre-Christmas season. The printing shows through the paper and the face is slightly visible to the reader of each letter. Sales Promotion Manager, G. Gent says he "lifted" the idea from

the February 1950 issue of The Reporter . . . and sends his thanks. The idea originated, as far as we know, with C. H. Andrews, Jr., Surplus Materials Corporation, Stryker, Ohio. So . . . thanks to Andy.



◆ **A TIE-IN** with the popularity of television is accomplished neatly by Albert Beardshear, Director of Sales Promotion, The Ohio National Life Insurance Company, Cincinnati 2, Ohio. Agents are being supplied with folder which resembles a television set, with inserted wheel (dial) at right. Turn dial with thumb and four life scenes appear. Retirement program explained briefly inside. Agents are supplied with an accompanying letter. Good showmanship.



◆ **DOGGIE-PAK BOXES** are being supplied to restaurants by the Doggie-Pak Company of Chicago. Sample picked up by Henry Jr. came from Jake Skall's Colonial Wonder Bar, South Memorial Drive, Appleton, Wisconsin. Patrons are furnished with a clever carrying box to take scraps home for the pets. That's direct advertising with recipient furnishing the transportation.



◆ **BEAUTIFUL HOUSE MAGAZINE** is being issued by Collins, Miller & Hutchings, Inc. (Photoengravers) 207 North Michigan Avenue, Chicago 1, Illinois. Title is "Illustration." It is a revival of a house magazine which was discontinued at the start of World War II. A work of art.



◆ **"A PRIMER OF ENGRAVING AND PRINTING"** is now available from the Colton Press, Inc., 468 Fourth Avenue, New York 16, N. Y. (That's Leo Joachim's company which publishes the super-deluxe Production Year Book.) The new primer is 174 pages, paper bound. Priced at \$2.50 a copy. It was written, a short time before his death, by Harry A. Groesbeck, Jr., who was associated for many years with the Beck Engraving Company. It provides a basic and authoritative text on all the ramifications of engraving and printing.



◆ **THAT'S A GOOD ISSUE** of "Envelope Economies" . . . house magazine of Tension Envelope Corporation, 522 Fifth Avenue New York 18, N. Y. Gives

(Continued on page 33)



"NO ROOM...NO ROOM!" CRIED THE MAD HATTER!

Why pay premium office-space rentals for your mailing-lists, addressing equipment and Direct-Mail personnel, the year around . . . why crowd your organization from January to December to make room for employees and mailing equipment that you use only a few days, or hours, at a time . . . when you can have all the low-cost room you need, PLUS an instantly flexible mailing organization, by transferring all your mailing operations to *Circulation Associates*?

No room? Even the Mad Hatter would say there's plenty of room in the 40,000 sq. ft. in which we maintain more than 20,000,000 stencils for many of the country's most active users of Direct-Mail . . . plenty of room for all the stencil-cutting, filing, addressing and mailing that you need . . . plenty of room for the accurate fulfillment of orders and subscriptions by experienced personnel who do nothing else from one year's end to the other! Plenty of room, in which we now handle part or all of the mailing operations of leading Direct-Mail users in almost every conceivable business, industry and service, including your own!

Solve all of your mailing problems, now and finally, by turning them over to *Circulation Associates*. Write, phone or wire today!

Write today for your free copy of "TWO SOFT-BOILED EGGS—AND A KIND WORD" . . . a specially prepared brochure that will give you a few chuckles . . . and a lot of ideas about handling your Direct-Mail!

CALL COLUMBUS 5-3150

CIRCULATION ASSOCIATES

List Maintenance and Addressing • Speedumat, Addressograph and Elliott Stencils • Triple-Head Multigraphing • Offset and Letterpress Printing • Mailing Operations • Complete Direct-Mail Campaigns •

1745 Broadway • NEW YORK 19, N. Y.

Beneath Dull Jackets an Undiscovered Fortune



It was the year 1867. John O'Reilly, a South African trader, stopped to spend the night at the isolated home of Van Niekerk, a Boer farmer.

As he watched his host's children at play he was attracted by their makeshift toys . . . a handful of "pretty" pebbles picked up from the nearby river.

The children gladly offered the trader one of the pebbles . . . which looked little different than the thousands of other stones which littered the river bed.

In Capetown O'Reilly's suspicions were confirmed. The "pebble", which had gone un-noticed until then was a 22½ carat diamond. Its discovery was to change the history of South Africa . . . and of the world!

How many valuable catalogs and mailing pieces lie . . . like these diamonds-in-the-rough . . . *undiscovered* . . . because they are enclosed in "dull jackets". A wealth of time, talent and money poured into an expensive mailing . . . then *wasted* to save a few pennies on the envelope.

Bring your catalogs to life . . . give them sparkle. Make them say: "Here is something *valuable*! Here is something to be opened!"

Chances are your mailings *will* be discovered . . . when you send them in a Tension envelope. Tension knows how to put sparkle in an envelope. How to make it measure up to the contents . . . get past "front gates" and invite readership!



for every business use

TENSION ENVELOPE CORP.

FACTORIES: 522 Fifth Ave., New York 18, N. Y. • 5001 Southwest Ave., St. Louis 10, Mo. • 123 No. 2nd, Minneapolis 1, Minn. • 1912 Grand Ave., Des Moines 14, Iowa • 19th & Campbell Sts., Kansas City 8, Mo.

HOW TO MAKE ENVELOPES "SELL"

Time after time tests *prove* that "dressing up" the envelope miraculously increases results. For instance:

MAGAZINE UPS RETURNS ALMOST ⅓



Testing a "blind" corner card against an illustrated envelope, (see above) a well-known magazine discovered:

The Illustrated Envelope Pulled 31.4% MORE Orders!

NURSERY ENVELOPE PAYS FOR ITSELF



A well-known mail order nursery printed a special offer on its envelope. This offer was not repeated in the catalog. Profits from sales of this offer more than paid the total cost of envelopes.

**THIS COUPON WILL BRING
YOU MORE INFORMATION**

MAIL IT NOW!

Tension Envelope Corporation
(Factory Nearest You) Dept. H 1

Send me my free copy of **ENVELOPE ECONOMIES**...Tension's periodic publication of suggestions and ideas for making mail more effective.

Name

Firm

Address

City.....Zone.....State.....



What Is Liberty?

THE REPORTER has noticed a distinct and different trend in direct mail (particularly house magazines) during the past few months. As the world situation worsened, more and more

writers were reexamining and explaining America . . . Democracy . . . Freedom . . . Liberty . . . Tolerance . . . and kindred subjects. Our cover was selected to salute these writers.

In the adjoining column, we are reproducing the beautiful copy used in a four-page folder by Mary Lou Groves of Charles W. Groves Co., Michigan City, Indiana (compilers and suppliers of teacher and student lists). It was reprinted by permission from the *News-Dispatch* of Michigan City. Mary

Lou's terse comment: "Sent to you because we so agree . . ."

All of us, in this time of emergency, need to be reminded of what that lonely Statue on Bedloe Island really stands for.

Editor A. Donald Brice of "It's Said and Done" h.m. of Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y. has been doing a bang-up job in his publication. Fighting "isms" and explaining democracy. If you haven't seen the two most recent issues . . . write for them.

Another fighter for truth, with a terrific punch . . . is J. M. Kesslinger (J. M. Kesslinger & Associates, 37 Saubrook Place, Newark 2, N. J.) whose house magazine "Back Talk" for December (No. 45) carries a story which should be read by every American. Send for a copy.

A six page article headed "Notes for Pro-

fessors and Politicians" starts in this fashion —(wis!) we had room for all of it!—

Gazda, Podosek, Schimmentini, Schlansky, Rubin, Verovais, Zraslawski, Kalinowski, Feinstein, Skatniaki, Ruffiato, Moreira, Gonzales, Sredborg.

Say each name slowly, distinctly. I'll be back in a few minutes to tell you what they mean.

From there on, Mr. Kesslinger highlights the history of immigration to America . . . particularly the mental anguish which developed from the epithets like "Wop"—"Kike"—"Polack"—"Shanty Irish"—"Heinie"—"Greaser" and "Hunky" . . . the struggle to make the melting pot really melt.

The names in the first paragraph? He got them from the Korean casualty lists. A powerful article by an advertising man who doesn't believe in wearing blinders: who believes that a new and stronger and more united America is emerging.

In the days ahead . . . we'll need more of this type of direct mail thinking. What is Liberty? What is Freedom? What do we want?

You See . . . It's Like This --

by Al Spiers

An angry, sickened young girl has poured dismay from her heart into a letter to the editor that should be required reading for all parents.

On neat blue stationery, the note came this morning from a teen-ager who lives between here and LaPorte. This is what it said:

"War, war, war! I'm sick of it—sick of reading news reports and seeing pictures of missing boys; sick of hearing stories of torture and death.

"And I'm mad, too! Would you like to know why? Today my mother, the one person I thought would understand, told me that the war was caused by all the foreigners being brought to America.

"Foreigners? Good Lord! It's not the foreigners but people with biased, prejudiced minds like my mother's that cause wars—people who let the evil work of prejudice sweep in and twist and shape their minds into dark, narrow paths with knotholes and curves where everyone but those who think and speak as we do become foreigners."

WHO, SHE WONDERED, are America's foreigners? Are the poor families across the tracks with their thick accents and gold stars in the win-

dows? Are they the meek, eager immigrants and DP's whose love of America is a live, vibrant thing so unlike the cynicism of take-it-for-granted natives whose ancestry goes back to the Pilgrims?

"Maybe you think I'm not a very good daughter," she went on. "Yes—she's my mother and I love her. But I also hate war, and someday I'm going to be the mother who tells her children that wars WERE caused by prejudiced and biased minds, by people who thought that everyone should believe in their way of government and life—or nothing.

"Wake up, parents! Your children follow you. Their minds will be just as twisted as you make them.

"Don't let your child blame the other guy. Help him to appreciate the other fellow's point of view, even if he can't agree with it. Teach him that Joe, the "foreigner," has something to be proud of because America was his by choice, not by accident of birth.

"Do these things, will you Mom? If you do maybe we who are tomorrow's citizens won't have to ship our grandsons off to another war."

HERE ARE YOUTH'S undefiled ideals confessed without shame. They

are strong ideals, and wise. It is one of the big tragedies of our era that we have never discovered (or even cared!) what it is about just growing older that compromises, befouls, decays or demolishes the pure ideals of youth.

There is no evil in a newborn babe, nor intolerance in a child, nor cynicism or despair in youth—except where taught by older humans. Why must we teach it?

Above all, what twisted quirk compels us to teach prejudice now when the whole world is an insane, raging cauldron of prejudice gone mad?

In our lives and times we have failed to achieve the world of love and peace toward which man has aspired since primeval slime. We are left only the opportunity to plant the seeds of tomorrow's peace in the minds of our children.

Can we do that by stirring the hatreds and intolerances that have led to our era's blind hysteria?

Or do we do it as this young girl pleads—by teaching our children that all humans are born alike, no matter where they live or what their color or creed; and that in that identical brotherhood—not in intolerance and prejudice—is the key to eternal peace.

Another "OLD PEDDLER" Crusade

THE REPORTER for December 1949 gave the details of the sensationally successful mailing campaign of Dun & Bradstreet, Inc., New York, N. Y. Now there is a sequel.

Back in the spring of 1949 (remember?) retailers were showing a determined reluctance to fill their shelves with merchandise. This infection of short-ordering had spread rapidly throughout the country and was causing serious repercussions among wholesalers and manufacturers. A business paralysis was in prospect. Arthur Sullivan, advertising manager of Dun & Bradstreet, created with the help of his agency, Bourke & Miller, the now famous five color, lithographed picture of "the old peddler" with the caption, "You can't do business from an empty wagon." Copies were mailed with a powerful covering letter to all Dun & Bradstreet subscribers (about 76,000) . . . but requests for reprints soon zoomed the print order close to a million. Ministers used the old peddler philosophy as sermon texts; salesrooms were decorated with blow-ups; Trade Associations used the design and copy for conventions; hundreds of trade magazines reprinted the story. It was one of the biggest *mushrooming* campaigns on record. That is, the idea spread far beyond the confines of the original list. The dream of all advertising managers! And the campaign accomplished a lot in straightening out the thinking of that period.

Now, as we face a greater emergency, Arthur Sullivan and Bourke & Miller have jumped in again. We are reproducing the new five color card. The former "old peddler" in the background has changed his costume. The wagon and the goods have been converted from peace to defense.

The copy in the new covering letter is even more powerful and should be



We Can't Do Business From Empty Wagons!

*Dun & Bradstreet, Inc.
The Mailing Agency
Established 1858*

more widely reprinted than its predecessor.

We'll do our share:

We Can't Do Business From Empty Wagons!

When the old peddler distributed his wares through rural America, he demonstrated the fundamental principle, we can't do business from empty wagons. And we can't fight a war with empty words. We have to deliver the goods to our fighting men as called for, and to maintain adequate stockpiles of material to feed the military supply lines. The rate of flow of arms, ammunition and food is the time gauge of victory, and performance rather than promises is the criterion of our strength with friend and foe alike.

Progress at the front reflects the confidence, productive efficiency and sense of responsibility of the people at home. The civilian is no longer a privileged spectator, and enjoys no

immunity from the weapons of mass attack. He accepts his lesser portion of the risk with the same dedication of life and service that belongs to his sons and brothers on the firing line. He knows, too, that the bomb-shattered lathe and loom can be as great a loss as the silenced mortar or the crippled tank.

The creation and maintenance of a healthy war production machine and a balanced war economy require the support of citizens who consume food, wear out clothes and require shelter. The high level of our economy is necessary to produce not only goods for all of our people—soldier and civilian—but to create tax revenues, the fuel of our war machine and the blood stream of our national credit.

Military requirements are imperative, and come first. In filling those orders, the civilian willingly makes the sacrifice which is the free will offering of a free citizen, and not the grudging gift of slave labor. Not by guns alone are battles won. All citizens whether in uniform or not, have an equal stake in

the orderly expansion of our facilities for national defense.

Every link in the chain of supply must be equal to the strain imposed. The stress begins at the source of raw materials and continues all through the processing links of our intricate manufacturing and distributive system. Any overall plan must dovetail the carefully screened needs of the military with the disciplined but reasonable requirements of the home economy. If the plan is executed with a proper perspective on the long pull for the goal, eliminating internal competition in essential skills, tools and raw materials, we can convert as rapidly or as gradually as the threat to national security demands, and the transition can be effected without any disturbing jar to the anatomy of business.

We demonstrated that our system of techniques and crafts was superior to the Nazi program of conscript brains and labor. Now we must show our productive superiority to another totalitarian group using the slave minds and muscles of a voiceless people. This foe is hoping for an internal collapse of our high level economy, an event of more importance to him at present than a military victory in the future.

Our answer to him is the confident hum of our machines and the growing stockpile of finished goods for soldier and civilian. We can't defend ourselves with threats or promises, we can't go to battle empty-handed, we can't do business from empty wagons.

War today is everybody's business, and American industry—management and labor—is aware of what lies ahead, the risks to be taken, and the sacrifice to be shared in keeping our wagons full and rolling toward victory and that day when a voice will cry out, "At ease," announcing that the Iron Curtain is lifted, and that the hands of free peoples have circled the world again in friendship and peace.

(signed) A. D. Whiteside, *President*
DUN & BRADSTREET, INC.

The new Dun & Bradstreet campaign is now "in the works." It can be of tremendous influence in keeping us all on the beam. Congratulations to all concerned. Another demonstration of the power and possibilities of direct mail in Peace or War.

ADDITIONAL NOTE: Dun and Bradstreet have also issued a map and index table based on the 1950 Census. Gives population figures, rate of increases, and total dollar sales of the 100 major markets in the United States. If interested, write to Arthur M. Sullivan of Dun and Bradstreet, 290 Broadway, New York 8, N. Y. for a free copy.

H. Hoke

◆ **THE LAMP** is still one of the most professional and best written house magazines published in the United States. Always a pleasure to read it. It is the h.m. of Standard Oil Company (New Jersey), 30 Rockefeller Plaza, New York 20, N. Y. published four times a year, primarily for employees and stockholders. The editor is Edward R. Sammis; Assistant Editor Bill Craig.



To Increase Your 'Pull'

Use

Auto-typist

FOR EVERY MAILING!

- "Sure-Fire" Results
- Easy to Use
- Fast and Trouble-Free



MODEL 5100

Auto-typed letters "outpull" ordinary form letters as much as 5 to 1. That's because they're individually typed on automatically controlled typewriters... completely personalized... with no problem in matching fill-ins since the same typewriter is used. For the real "inside" on action-packed mail response, there's nothing like Auto-typist! Write today for full information and sample Auto-typed letter.

Small offices, as well as large ones, can now benefit from Auto-typist's speed, efficiency, and economy. Operates any electric typewriter, with typewriter always free to use manually.

Get the Facts today, mail the Coupon now

AMERICAN AUTOMATIC TYPEWRITER CO.
Dept. 21, 614 North Carpenter Street, Chicago 22, Illinois

Please send me literature on the Auto-typist complete line and sample Auto-typed letter.

Name

Firm

Address

City Zone State

Direct Mail In Canada

Report by Henry Hoke

North of the most friendly international border in the world . . . direct mail is zooming.

This reporter was in Montreal from November 19th to 26th, 1950 . . . to conduct a series of five daily two-hour teaching clinics . . . and to give private counselling and criticism to individual members of "the class."

Practically every type of business was represented in that class . . . so from the fifty or more hours of behind-the-scenes confabing, I was able to get a good cross-section picture of what's going on in Canada.

There seems to be more frank enthusiasm for direct mail in Canada than in the States. The Canadians were a little slower in adopting the medium . . . tied down to some extent by natural, inborn conservatism. But now "management" has found the

mail approach not too undignified . . . and the gates have opened.

Of course, I heard many confidential tales of woe . . . how "management" was reluctant to allow a change to a more modern letterhead, how "management" was reluctant to use humor, or color, or accept more modern production methods. But the general picture was better than good.

My visit was sponsored, arranged, supervised and completely managed (all words used deliberately) by one of the smoothest running Clubs in existence . . . the Advertising and Sales Executives Club of Montreal. Located in the beautiful Mount Royal Hotel. (What food!) The General Manager of the Club is William (Bill) Hamilton . . . a genial juggler of details with a habit of not fumbling. He cares devotedly for visiting firemen from the

time the train stops (coming in) until he and his wife wave their smiling good-byes.

The Club functions like clock-work. Even the offices are a model of efficiency and careful planning. What was originally only a fairly large and bare hotel conference room . . . became a decorator's dream. Looks like a series of offices but there are no separating walls. Clever eye-height, streamlined, specially designed cabinets divide the room units. No equipment is in sight at days-end or when not in use. Type-writers slide under desks; the mimeograph rolls into the wall cabinet and hides behind modernistic doors. Likewise the addressing machine. All supplies are in handy adjoining hidden shelves. In reception room, there's a beautiful lamp with an unusual base . . . standing on long table. Before quitting time, the lamp and base are quickly lifted, and there is a hidden postal metering machine. The decorative table becomes temporarily . . . the mailing table. Many folks who worry about a mailing room operation, saving space and cutting corners, etc. could profit by some of those neat and tidy ideas of Bill Hamilton.

The two largest commercial users of the mail in Canada are possibly Trans Canadian Airlines and Canadian Industries. I visited with representatives of both. T. C. A. has a complex set-up with many classifications of lists and extensive campaigns. Doing a fine job . . . and anxious to do better.

The Canadian Industries set-up is "something" . . . and our old friend, Spalding Black (former DMAA Vice President) showed us around.

Particularly impressive . . . the welcome folder given to visitors to the advertising department. There's a map of the office lay-out . . . and a directory of the 15 top executives, giving even the nicknames and the products supervised by each (such as plastics, explosives, nylon, chemicals, cellophane, etc.). Welcome folder also lists the three advertising agencies handling parts of the account and the names of specific contact executives.

There are direct mail campaigns or house magazines running for all the divisions . . . so it's a bee-hive of activity with list control completely within the organization.

During our visit, the Canadian Industries exhibit center had a special graphic arts display . . . and "the class" visited it in a body one late afternoon. A good compact show . . . illustrating all the steps in getting ideas into print. Model of first printing press compared



Part of Montreal Clinic Group At Canadian Industry Exhibit

with latest Little Giant (Canadian edition of A. T. F.'s letterpress). Linotype operating . . . plate processes shown. Seems like there ought to be something like that in every city. If interested . . . write to Spalding Black, Room 460, Confederation Building, 1253 McGill College Avenue, Montreal, Que., Canada. He might be able to supply blue prints or pictures of how display was constructed and handled.

There are so many success stories up there in Canada . . . I could fill many issues of the magazine. I bumped into one fellow whose main problem was how to work by mail with a total mailing list of just 48 names. Can't reveal details. But a lulu of an operation. Imagine concentrating all efforts on 48 people, with hundreds of thousands of pounds (or dollars) at stake. Reminded me of Louis Victor Eytinge and the "tension of restriction."

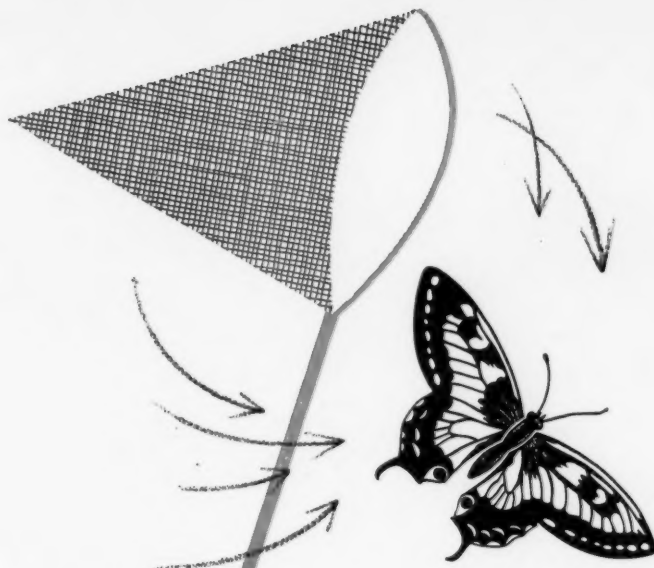
There is not too much Canadian "mail order" as we know it (except for things like Eaton's catalog). But a few companies are feeling their way . . . like selling Canadian cheeses. If you'd like some wonderful stuff . . . drop a note to A. R. MacKergow of the A. A. Ayer Co. Ltd., 690 St. Paul St., West, Montreal 3, Canada and ask for his price list.

Lettershops in U. S. A. could learn something from C. W. O'Brien who operates S. O. S. at 1461 Metcalfe Street, Montreal. The S. O. S. stands for Special Office Services. Instead of offering plain lettershop services, Mr. O'Brien asks for the "office overloads" of any kind, including calculating, tabulating, phone dictation, as well as all typing, automatic typewriting and processing operations. Smooth set-up.

One of the biggest problems around the Montreal area is . . . language. Many lists have to be separated into French or English speaking names. There is jealousy and ill-feeling when the wrong language piece goes to certain names. Many firms use bilingual pieces with both French and English. And some must be careful which side of the sheet carries the French version. The more careful operators do not translate English into French, but have their English version entirely rewritten in French. There's a difference. That's one headache U. S. A. mailers do not have.

Henry Morgan & Co. Limited (department store) Montreal 2, is very direct mail minded. Use lots of it. As an example . . . the following form letter was mailed to 40,229 people. It pulled 18,620 replies before the closing

(Continued on page 16)



sure to catch your fancy...

and your prospective customers' fancy as well. Yes, the use of "Personalized" envelopes will not only increase the attractiveness of your mailings but will net you greater returns. Our Art Department will be very happy to create a new design for your present envelope. Will you give us the chance?



S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York



for
sharp
offset copy
speed and
economy

THE REMINGTON RAND CARBON RIBBON
Electri-conomy TYPEWRITER

For high quality direct mail copy preparation...at lower cost...there's nothing better than the new Carbon Ribbon Electri-conomy Typewriter. You get sharp uniform copy...can cut preparation time...and save money.

With electrified action—it's fast! Typists take to it quickly...appreciate the cushioned Finger-fit keys and Speed-slope keyboard.

It's ideal for either direct image or photographic offset process duplication. In addition—a simple changing of the ribbon makes the Carbon Ribbon Electri-conomy an ideal typewriter for *all* your other typing requirements.



MAKE THE *Electri-conomy* TEST TODAY!

Your Remington Rand representative will gladly demonstrate the Carbon Ribbon Electri-conomy in your office...at no obligation. Investigate...make a trial on your offset or other typing...write, call or send coupon.

Remington Rand

Business Machines and Supplies Division
Room 2631, 315 Fourth Avenue, New York 10, N. Y.

- ☐ Please send me FREE folder RE 8342 — on how to increase production and cut costs with the Carbon Ribbon Electri-conomy Typewriter.
☐ Please arrange for an Electri-conomy Test in my office.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

free

Send the coupon now
for a complete description
of this new cost-
saving aid to offset re-
production!

date, with more than 2000 trickling in afterwards. Better than 50%.

Dear Madam:

As you may know, Morgan's is building a beautiful new Branch Store on Queen Mary Road, just west of Decarie, at Snowdon.

PLANNED TO MEET YOUR NEEDS . . . in our ever expanding City, the store will be beautifully designed, small, compact and air-conditioned, so that shopping at Morgan's will now be as convenient as visiting the neighborhood movie.

MORGAN'S WOULD LIKE YOUR ADVICE . . . in the planning of the new branch. A survey has indicated that this is where you would like it, but to please you more, we know it must stock the merchandise in which you are most interested.

TO DECIDE ON THE DEPARTMENTS YOU MOST WANT . . . in the Snowdon Store, we'd be happy if you would pick the 10 you would like best from the enclosed list of departments in our downtown store.

YOU MAY WIN ONE OF THE MERCHANDISE GIFT CERTIFICATES . . . which will be drawn for at random from all cards returned, so simply complete and return the enclosed card. We'll note your suggestions, then draw for the lucky winners who will be entitled to \$25.00 worth of merchandise at our new Snowdon Store.

IF YOU WOULD LIKE TO HELP US . . . that's all there is to it; the winner will be notified by mail, and we'd appreciate hearing from you as soon as possible.

Yours sincerely,
(machine signed)

J. Bartlett Morgan,
General Manager,
Henry Morgan & Co. Limited

Yes . . . the drawing offer was legal under postal laws. This particular effort was so successful that it forced additional follow-up letters to those who replied and special newspaper advertisements, announcing drawing dates.

The Morgan store has also done very well with special mail promotions to masculine buyers . . . and they have an exclusive and comfortable lounge for men only where gifts are brought for inspection.

THE REPORTER has preached for years of the advantages of coordination or of "family resemblance" in advertising effort. We found one of the best examples in Canada.

Ellen Armet is Advertising Manager of T. B. Little Papers Limited (paper merchants) 2664 Mullins Street, Montreal. They handle the lines of Howard Smith Paper Mills and Provincial Papers (two of the best Canadian users and promoters of the mail) and also many American and foreign lines. Ellen has a family resemblance in all her promotions and contacts. Letter heads, sample portfolios, labels, memo forms, envelopes, stickers and what have you. Same style of design, type, lettering and color run in all of them. Excellent work.

And I noticed an increasing trend toward better letterheads. I saw the

old and the new. (Of course, with management fights behind the scenes.) But the new and sparkling is winning out. One of the members of "the class" is the President of a large household appliance company (largest distributor of Frigidaire in Canada). He designed his own letterheads and they are really brilliant. Only case on record I suppose where "the president" has the ability to know what is right.

Bill Brayley should be mentioned. He was Chairman of the Direct Mail Clinic group. Advertising Manager of Canadian Schenley Ltd., 718 University Tower Bldg., Montreal. He was strapped down with an old fashioned letterhead . . . but is getting a new lulu. He's tied down, too, with peculiar beverage control laws and regulations but is doing a bang up copy and promotional job.

Alma Robertson is doing a whale of a direct mail job for the Sun Life Assurance Company of Canada, Dominion Square, Montreal. Pre-approach letters, inquiry getting letters . . . all kinds of letters. She lives, eats and sleeps direct mail. I could mention so many others if there were more space and time. Maybe later.

I could mention the fine printing being produced by world-known firms such as the Saturday Night Press, The Federated Press Ltd., The Ronalds Co. Ltd. and others . . . but that would be mere backslapping and this report isn't intended that way. And there is Rapid Grip & Batten Ltd. with plants all over Canada . . . one of the world's largest makers of printing plates . . . and one of the best promoters (through their house magazine) of direct mail. Then there is Might's . . . the largest list house, directory publisher and mail service organization in Canada.

Maybe I've talked too much about Montreal . . . but I was there. Most Montreal companies have Toronto, Winnipeg, etc. connections . . . and business is sort of interrelated. The Canadian Post Office is still wonderful (in its promotion efforts) but I've spilled over about that subject many times in the past.

I have saved for last, a fascinating case history. Douglas Mahoney is Advertising Manager of Frank W. Horner Limited, 950 St. Urbain Street, Montreal (ethical pharmaceutical manufacturers). His first Reporter article appears on page 19. He twists the tail of direct mail with a gleeful glint in his eye and makes it do wonders. His company deals only with doctors (and of course through the druggist). Up

(Continued on page 18)

for
longer
offset runs
... greater
uniformity



THE REMINGTON RAND DIRECT IMAGE AND PHOTOGRAPHIC **PLASTIPLATES**

The patented plastic surface of Remington Rand's revolutionary Plastiplate makes it the nearest thing to stone lithography for office and press shop use. The superb reproduction qualities of both Direct Image and Photographic Plastiplates mean *longer runs* and *greater uniformity*... and line and half-tone copies that fairly sparkle with brilliance and life!

Typists appreciate Plastiplates because they feed through the typewriter without any special adjustments. Press Operators welcome Plastiplates exclusive advantages too—they're convenient to handle... "self-cleaning" and can be easily filed for re-runs.

Available in all sizes to fit all makes of office offset duplicators.

MAKE THE **PLASTIPLATE** PRESS TEST... TODAY!

To convince yourself of Plastiplates superiority, make a trial... *your* press will prove it. We will gladly send you, or your printer 3 *free* Plastiplates so you can compare results. Or...our representative will demonstrate them at your convenience...write, or use coupon.



free

Send the coupon for
the folder describing
the Proof of New Office
Offset Duplicating
Profits.

Remington Rand

Business Machines and Supplies Division
Room 2632, 315 Fourth Avenue, New York 10, N. Y.

☐ Please send me FREE folder DS 62—Proving New Office Offset Duplicating Profits with PLASTIPLATES.

☐ My Duplicator is a _____ Model No. _____
Send me FREE PLASTIPLATES ☐ Photographic ☐ Direct Image
I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

How Many DUDS Can You Afford?

Mailers are getting more and more finicky about the mailing lists they rent. Their budgets for mail-selling promotions are tighter. They're looking for fatter returns from test mailings—doing more shopping around among list brokers.

We think it's a good thing. Our business always seems to perk up when mailers put the pressure on. Probably because we offer them **people**, not mere **names**, in the lists we recommend. It makes us gluttons for work, to be sure. But we're happy enough with the customer's payoff. How about you?

Write on your business letterhead for our descriptive folder "WHICH WILL YOU HAVE—NAMES OR PEOPLE?"



SPECIAL LIST BUREAU
DIVISION of DICKIE-RAYMOND
80 BROAD STREET, BOSTON 10

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production: support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

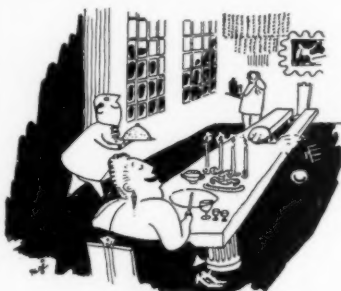
**Mail Advertising
Service Association**
18652 Fairfield Avenue
Detroit 21, Michigan
MASA

to a year ago the Horner company was making about eighteen mailings per year. Today the rate is running around eighty mailings per year.

Doug's new, modern but dignified letterhead is as different from the old as day from night.

One recent mailing to 12,000 doctors pulled 84.6% replies. That's right! Of course, it was an offer to send samples and details on a new and discussed remedy. But 84.6% is better than good in any man's language.

Friend Mahoney has introduced humor very successfully into ethical pharmaceutical advertising—and his company, after serious doubts, have found that doctors laugh too. A series of cartoon cards, on slick Kromkote stock, promoting a tonic Maltevol, had the doctors splitting and prescribing. (Such as the one illustrated here.)



"Very well, Egbert. If you insist, have another helping."

Here's a sample of one of the form letters promoting this same product.

Dear Doctor:

BIG IS LITTLE
HIGH IS LOW,
COLD IS HOT
AND YES IS NO.

—Rube Goldberg 1950

By some sinister democratic machinations, the birth records of Orville Wright and Alexander Graham Bell were smuggled from Russia through a chink in the Iron Curtain to certain other countries. For we have learned from the unimpeachable "Pravda" that the aeroplane and telephone are both of Soviet origin. In fact, the original models are on display in a Kremlin museum and can be seen any old time by anybody at all.

Ha!

This situation bothers us more than just a little bit,—not the fact that we were hoodwinked by our history teachers but because of a singular omission in the list of Soviet inventions. If everything that's good originated in Stalinland why have they overlooked Maltevol? What is the reason for this monumental oversight? Maybe it's the climate.

The Russkies have a pretty tough winter; even rougher than our own. Sometimes it runs right through the summer. And in spite of their vastly superior agriculture techniques the cold raises hob with the crops. No crops, little food, tight belts. Well, Joseph just doesn't dare mention Maltevol to

the comrades; it might shake the entire regime.

Perhaps, in our lifetime, the downtrodden will be in line for a potent appetite-inducer like Maltevol. We sincerely hope so. Meanwhile Maltevol is going full blast on the domestic circuit where calories, though expensive, are still available.

Tried Maltevol lately? If not, prescribe a few bottles this afternoon and watch your patients head for the corner grocery.

Sincerely yours,
(machine signed)
Howden Horner

Not bad! As a result of this type of advertising (combined with more serious informative pieces) the work of the Horner detail men has been made easier. When visited, the doctors laugh and say, "No use to explain, I know all about it . . . look I have that last cartoon in my desk." Humor has worked wonders for Horner.

Another Mahoney promotion is noteworthy. In analyzing his market he hit on the brilliant idea that most doctors are hobbyists (to relieve their tension). And a large percentage of doctors are nuts about photography. Ties in with their work. So Mahoney originated an annual contest among doctors for their best photographs or art pieces produced and submitted by doctors. The top winners each year are reproduced in the Horner Annual calendar titled aptly "Physicians Art Salon." A neat, plastic bound 6" x 6" turn-over desk model with one to three prize pictures on each month-page. Copies are mailed early to all doctors in Canada. Requests for duplicates pour in. The winners want more for friends or for home use; friends of winners want more. A snowballing effect. And the pictures are really beautiful. The careful skill of the physician applied to photography. Plus the skill of a keen direct mail man for doping out what his market would like.

So . . . maybe you can see why *this reporter* was thrilled by his experiences and contacts in Canada. I saw direct mail working . . . behind the scenes . . . with pep and enthusiasm. Promoting even shoe-laces (of all things) with good humor and intelligent thinking.

I suppose it would be more proper for me to sound depressed at this serious time in all of our lives. I'm really serious and worried too . . . like everyone else. But Canada and Montreal gave me a much needed shot in the arm. If I needed convincing . . . Canada's advertising people made positive that direct mail, like sex, is here to stay.

Thank you, good friends, for the experience. The "professor" probably learned more than "the students."

Don't Cry Woof!

by D. B. Mahoney, Advertising Manager, Frank W. Horner, Ltd.



REPORTER'S NOTE: We "discovered" this new writer for *The Reporter* during the clinics in Montreal (see page 17.) Mr. Mahoney won first prize in our letter writing contest and he also wrote another fantastic letter (for private consumption only) which had the class in stitches. So . . . we urged him to give all of you some of his thoughts about copy. He is advertising manager of Frank W. Horner, Ltd. (manufacturer of pharmaceuticals) 950 St. Urbain St., Montreal 1, Canada. His style is sparkling . . . and refreshing. Hope you enjoy it.

The day dawns bright and clear with no hint of the tragedy to come. Your wife gives you a large hello, the kids behave, and even the war news looks good. As you screech over the concrete toward the office you are somewhat happier than just a little bit. Good job. Nice family. Lovely home.

At half past ten the serenity is shattered when a big cigar stalks into your office followed closely by the Number One Wheel. "Scribe," says the cigar, "drop everything, I've got a great idea." Then comes the bomb.

"Sales of POODLES' PAL, our vitaminized dog food, are on the skids. We've been pouring good dough into radio spots, newspaper, and national mags. Our art and engraving bills are fantastic. Yet we are not separating these seeds from their thin green skins.

Scribe, we need a fresh approach in a new medium; let's try Direct Mail."

"Get up a series of twelve letters on POODLES' PAL. Human stuff. Figure out a hard hitting campaign complete with circulars, testimonials, sample return cards, and anything else you can dream up. Haul out the honeyed word and subtle phrase. Then get a list of dog owners in this country and snow them under with mailings. Scribe, I want results."

Amid a strained silence the cigar takes off, leaving you to typewriter, foolscap, aspirin, and agony.

What a deal. Selling a dog food by mail. Twelve letters . . . no art work to hang on . . . no guaranteed circulation . . . nothing but black and white—black words on white paper. And it's all locked up in your noggin. You're the patsy, Scribe, make with the pearls.

As the shock wears off, your panic subsides for the nonce. You know your product cold. Its composition, advantages, history. The market is clearly defined—anyone who owns a dog. Distribution is satisfactory, and your price is certainly in line. What, then, is the problem?

Getting started. Creating twelve different ways of saying the same old thing.

The great impasse comes on the kick-off, the point of make or break. *How to devise a generality of interest to the reader from which you can make a logical transition to the product and its advantages.* Your success in so doing spells the difference between the consumer's can and the consumer's coin. To seduce the reader into the commercial . . . to suck him into the sales talk by planting a bush to beat around. To meet him on his ground and lead him gently to yours.

But how do you go about picking the right bush? What form should it take—question, saying, anecdote, news topic, or declaration? How do you find a subject of general interest to which you can tie your product? Easy. Start with the product. In this case

(Continued on page 20)

FOR SALE 10,000

ADDRESSOGRAPH PLATES & 4,000 ELLIOT STENCILS

From our list of 60,000 buyers, we hand-picked these 14,000 leaders and had 10,000 embossed in Addressograph Plates and 4,000 in Elliot Stencils. These top-notch repeat buyers of luxury mail order items were acquired at a conservatively estimated cost of \$2 each. These valuable names are now offered for your out-right use at the special price of \$800 for the entire lot of 14,000 stencils. Sorry, but we cannot split them.

ADDRESSOGRAPH MACHINE & EQUIPMENT FOR SALE

Cass 2200 Addressograph machine, Model F-2, electrically operated, thoroughly rebuilt and practically new. Complete with counter, dater, triplicator, duplicator, knee skipper, two gauges and cover. Also new side table hinged to machine, ejector, hopper, selector, lister, chute, and 110 volt, A.C. motor, also 108 slope front Addressograph trays . . . all for the special price of \$685. Terms: Net cash with order. Shipped via Express. Crating & Shipping Charges Collect.

Chinese Treasure Centre

PARK HILL,
YONKERS-ON-HUDSON 5, N. Y.

For any mailing list used 3 times or more
MASTER ADDRESSER Model 40-H



NO STENCILS — NO PLATES — NO RIBBONS — NO INK

Master Addresser system saves money THIRD time you mail (as compared to typing individual envelopes). Simply type list on paper Master Tape in your own office. Master Tape addresses envelopes, cards, folders, up to 50 times over a three-year period. Pays for materials on second mailing—saves money third time! Big savings in Master Addresser lists used only 6 or 8 times—lists on which you can't afford to use other mechanical means. Low-priced Model 40-H is foot operated, produces 2000 addressed envelopes per hour. Write for literature and name of nearest dealer.

Master Addresser Co.

6500-P W. Lake St., Minneapolis 16, Minn.

PULLED 54% MORE RETURNS...

Yes Sir, that's what one user reported to us after comparing our **DIRECT MAIL COMBINE-VELOPE** with his previous mailing.

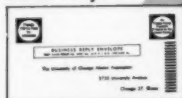
- ▶ **Simple...** 4 Units in one.
- ▶ **Thrifty...** Save \$10.00 to \$20.00 per thousand in postage alone.



Mailed out like this



Comes back to you like this



Perforation for easy detaching to form return envelope

Write to any of our plants for details

CURTIS 1000 INC.

380 Capitol Ave. 1000 University Ave. 355 Marietta St., N.W. 2630 Payne Ave.
Hartford, Conn. St. Paul, Minn. Atlanta, Ga. Cleveland, Ohio

freees both hands



for the work

You don't operate a Staplex—you feed the work to it... as fast and as freely as you wish. Stapling is instantaneous as the papers are inserted.

No hand or foot controls... electric, but no motor • Easily portable • It has the stamina and ruggedness for commercial production, the effortless speed so desired for busy offices • Reloads from the front without removing parts... a matter of seconds. Write for Bulletin "R".

STAPLEX COMPANY: National Sales Office, 30 Church Street, New York 7
Nationally distributed through franchised office machine dealers

Staplex

automatic electric stapling

and for the sake of levity, POODLES' PAL.

First, analyze the product and list:

1. Its components.
2. The need or needs it fulfills.
3. Its advantages.

Digest this line-up and kick it around in your top story. Set down the facts in order and then do a solo with each in turn. Unshackle your imagination. Flip the think switch.

Take every product point and see how many interesting statements or situations you can snaffle for letter leads. List sayings, famous quotations, personalities, current events, rhymes, et cetera, as long as they are readily recognizable to the reader as something he has seen or heard before. Or think up anecdotes new to the reader but packed with so much punch or humour he can't put them down.

Do this successfully and the prospect is hooked. You've got him with an interesting opening that carries logically to the product, because you had to make the transition to get your lead. You hum along on the prospect's wave-length before slamming him with the sales talk. Before he knows it he's wading around in your commercial with complete lack of pain. You have him on the leash.

So much for theory. Let's get back to our fictitious product and dig up a few bones for POODLES' PAL.

Starting out with its components we have:

Grade A horsemeat, Vitamins A, D, C, B₁, B₂, and niacinamide. Calcium, iron, phosphorus, and a built-in deodorant.

So you choose Vitamin A, the lack of which fosters night blindness. Situations mushroom—owls, airline pilots, moles, dogs with spectacles. Worry around the latter and you come up with a pathetic drama of Fido wandering around the family acres bumping into doors and developing an inferiority complex. It's not psychoanalysis he needs but a good load of Vitamin A.

Under Vitamin D: sunshine, babies, rickets, poor teeth formation, bow legs, cod fish. How about 'Ever see a dog with false teeth'?

Vitamin B₁ gives you a lot of play with nervousness. Scraps stamps about the house all night keeping the family awake. Can't hold a steady match to the old man's cigar. Thiamin deficiency. Other dogs are giving him the deep freeze.

General vitamin deficiency. Rover's dog tired; won't eat at mealtime. Worries about the atom bomb; refuses to help Junior with his calculus. The Old Homestead catches on fire one night and Rover's flaked out behind the stove instead of working a stirrup pump.

Too much fatty food. Leads to cirrhosis, arteriosclerosis, fatty infiltration. A touching scene headed by 'And he was only six years old.' The kids are giving Elmer a birthday party when he keels over in a dead faint trying to blow out the candles. Real sad, this one.

Built-in deodorant. A new application of chlorophyll for oral use that kills body odors. Green plants, B.O., Lifebuoy, 'Even his best friends won't tell him' or 'All this and chlorophyll too.' Material for a whole series.

This nonsense could be kept up forever to illustrate the point, but heavy doses wear on one. Let us desist from doggerel and tie up the loose ends in a short summary.

Don't sit around waiting for inspiration to strike. Plot a course to the prospect's ground through a facet of your product or service. Put away your clichés, those rubber stamps that anesthetize the reader in the first paragraph. You don't respond to the trite and hackneyed, so why should he?

Take off your "sincere" tie. Don't gush and fall all over the reader trying to be friendly. Be friendly, sure, but the phoney handshake went out with high button boots. If your nostrum lends itself to humour, make it light. People like to laugh occasionally. And you don't impair your dignity by the odd bit of levity. There's plenty of room for the serious pitch once you have caught attention and created the feeling that a sincere sort of fellow is wielding the pen.

Creating a direct mail letter can be fun if you don't grab an ulcer on the kick-off. Starting can be fun too. You can make it just that with black words on white paper. Try it.

A UNIQUE WAY

to say "merry Christmas" was originated by Line Material Company, Milwaukee 1, Wisconsin . . . for the benefit of the many people who dropped in to visit the main office. A novel display which covered an entire wall facing the main entrance to the reception room, was headlined "Christmas with EL and EM and featured king size papier-mache caricatures of a mouse (Eleanor) and a cat (Emma) the central characters of this year's L-M Christmas Book (which was mailed to 35,000 friends and customers.)

As visitors came through the door, a trip-switch started a wire recording and two tiny voices, seeming to emanate from the cat and mouse on the wall display, were heard chanting:

'Please come in out of the cold
And please don't think we're just being bold
Santa had us wired for sound
To spread some Yuletide Greetings 'round
So we're wishing you the Season's Cheer
From all the folks who are working here.'

The display excited a great deal of amused comment among visitors during the Holiday Season.



FOR A

TELL AND SELL PERFORMANCE

Step right out, Mr. Advertiser . . . your audience is waiting! PONTON has packed the house, as usual, with hand-picked prospects for your product or service. It's the kind of set-up PONTON can arrange for you promptly at any time—BECAUSE PONTON LIST SERVICE IS DIFFERENT!

EVERY LIST INDIVIDUALLY COMPILED—made-to-order to do the job you want done—built expertly from the very latest sources that are kept revised right up to the minute.

VERSATILITY UNEQUALLED. Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

SPEED, ACCURACY—guaranteed maximum!

24,000 CLASSIFICATIONS readily available. Other special lists promptly and efficiently supplied. **LATIN AMERICAN LISTS** a specialty!

COMPLETE FACILITIES for addressing and mailing jobs of any size.

COMPLETE CATALOG

Direct Mail Advertisers are invited to write for Ponton's famous **LIST O'TRADES**, the most complete Mailing List Catalog published. Write to Dept. R-4.

COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON inc.
AT THE HEAD OF THE *Lists*

635 Avenue of the Americas, New York 11, N. Y.

LISTS
ARRANGED
IN ALL THE
PRINCIPAL
CITIES

Do You Make Any of These Kinds of Thinking Mistakes?

A Handy Check-List of How and Where to Use One's Head in Direct Mail Advertising

A 9-year-old refugee girl, who had learned her English in Portuguese West Africa, wrote a masterpiece of direct mail just a week after she arrived in this country, and got 200 percent results.

"I saw a picture with a clown and it says there will be a circus," she wrote to Ringling Brothers. "Please can I come to your circus?"

She went on to say that, where she lived before, there was never a circus or anything to laugh at. Her mother once saw a circus, she reported, "but I wasn't born then."

"I thought maybe you would have a seat nobody wants and you would rite me a letter because I would want that seat so much. If you have no seats I could stand up. I would be glad to stand up just to see your circus. If you have a seat my brother could come. We only need one seat."

There's a girl that knew what she wanted and kept her eye on the target. In the light of the convincing power of her language, and especially of the way she stuck to her objective, I think her effort is a direct mail exhibit worth studying and thinking about. P.S. She got two tickets.

In working with many kinds of accounts, it is my experience that most of the mistakes in direct mail are mistakes in thinking. I admit that you can think too much, and also that you have got to have a lot of emotional mmmph. But there has to be some clear headwork somewhere, and in too many instances—nay, in the majority of instances—there isn't enough of it, or the right kind of it.

AND BY FAR THE GREATER PART OF THE FAULTY OR INADEQUATE THINKING HAS TO DO WITH AIM OR PURPOSE.

Advertisers think abstractly or fuzzily about the aim of their effort. They mix aims. Their emotional feelings toss in a foreign aim that knocks the

applecart clear off the road. They fail miserably to clarify, define, subdivide, weigh their aims. More than four times out of five, in starting in with a new client, my first function is to get him to think about his objectives. Give enough deep thought to what you want done, and your job almost writes itself.

For instance, your account wants inquiries. He keeps bearing down for replies. You fail to tell him that it is easy to get quantities of answers; you slip up, in not forcing him to define what he means by replies. So you bring in the cards! Then you and he both discover it wasn't volumes of answers he wanted at all. He now has too many. They are a liability and are using up his time. You are doing your headwork afterwards instead of before. What you really wanted was fewer replies, but better ones. You wanted a selective effect. So you start all over.

The young lady who wrote to the circus didn't commit such an error in defining her goal. She knew precisely what she wanted, and made it perfectly clear.

I know a man who got a letter from a printer about an old bill. The printer, a personal friend of his, wrote: "Frankly, I am set back by your lack of co-operation. . . . If only you were to pay something on your June account, I could feel you were trying."

In a collection letter, there should ordinarily be two clear-cut aims: (1) to collect the money, an (2) to retain goodwill. In the kind of letter shown—which incidentally is not so uncommon—a diabolical gremlin that insisted on giving the customer hell got in the way of both aims. The writer didn't think—he felt.

It is hardly ever a simple matter of refining down to a single aim or purpose—even in mail order. If a company expects to stay in business, they want the customer's goodwill so he

by

Howard Dana Shaw

will return to do more business. This is especially important in magazine subscription sales. The publisher can force his circulation, but the rub comes when it's time to renew. So the wise circulation manager sends out direct mail that will select logical subscribers and leave a good taste in their mouths.

An example of bad thinking about objectives is common in life insurance where I do the majority of my work. Although I recently catalogued 21 ways in which life insurance agents use letters, the home offices still look at direct mail almost exclusively as a system of pre-approach. They concentrate so hard on designing material to motivate the agent to more calls that they forget the effect of their letters on the reader. Even though the man in the field must face prospects all day who have received the letters, the companies almost ignore the quality of their letter copy and how it hits the fellow on the receiving end.

So I implore you on bended knee to think—to think about objectives, to take pencil and paper and start to write down what you want your direct mail to do, to define its job as clearly and explicitly as possible, to aim before you fire. You'll save a lot of money and a lot of time; and you'll be amazed at how many other parts of your problem will almost solve themselves once you have definitized the goal.

Besides errors in clarifying the purpose, there are in my experience six other kinds of errors made by those who manage or create. I'd like to touch on them briefly as a sort of practical check-list for you and me to use when we are under pressure.

2. MISTAKES IN PLANNING

You hear it in so many speeches and panels and magazine articles, it hardly seems necessary to reiterate. Plato said "Any plan is better than none." And William E. Holler, famous Chevrolet sales manager said: "When we make things happen by careful plan-

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usuall

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ning, they usually are good things, and when we let things happen to us they usually are bad things."

Planning means thinking about the business, the basic service it offers, how a sale is made, how your direct mail efforts are going to be laid out, their impact on the buyer, etc., etc. But it means a great deal more than thinking—it means putting something down in the form of a working chart or schedule or track to run on. Would you start to build a bridge without a blueprint?

In connection with direct mail, planning means in particular *building "the offer."* What is the deal or proposition? From the reader's view, what are you driving at? Don't plunge; plan!

3. MISTAKES IN PREPARATION

I'm familiar with the story of inspiration—how you do your best work in creative gusts, and how too much studying puts a damper on your skills. But show me a really effective piece of work done with little forethought and I'll show you ten that grew out of an awful lot of sweat and toil. And ten more that didn't click because the author wouldn't do the necessary getting ready.

If you ask me, it's really just as silly to claim that inspiration is more important than preparation, *or vice versa*, as it is to insist that heredity is more important than environment, or that the warp in the cloth is more important than the woof. Looks to me as though it takes both.

To get down to concrete talk don't you agree that one of the outstanding faults of the great bulk of direct mail is simply that it looks like the great bulk of direct mail? You and I may not like it, but the general public has a penchant for labeling our stuff by its generic term. They smell it a mile away. No matter how skillful the wording, why hobble it by putting it up in a form that looks just like direct mail? Why not do something to make it look different?

Doing what is not being done is mostly a matter of thinking and planning, it seems to me. And a matter of seeking and grasping the viewpoint of the guy on the receiving end—appreciating what's on his mind and how he reacts. Which brings us to:

4. MISTAKES IN VIEWPOINT

I have a theory that when your reader gets your piece of direct mail, and starts to escort it towards the waste-

(Continued on page 24)

WINGS FOR YOUR MAILINGS

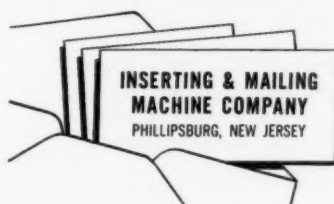
With the Only INSERTING AND MAILING MACHINE

If you have to get out large mailings the Inserting and Mailing Machine will do it at "Supersonic" speed with better efficiency than a large crew of mailing operators who are prone to make human mistakes. But this machine cannot make an undetected error without automatically stopping. It will zoom through as many as six enclosures—insert 'em—seal, stack and count the envelopes automatically at the rate of 3,500 to 4,500 per hour! 1st or 3rd class non-metered mail indicia automatically imprinted if desired. Only one person pilots the job—not a costly crew. The nation's top department stores, insurance companies, banks, publishers, utilities, etc., mail their bills, circulars, checks and promotion literature at savings that pay for the equipment in no time. Ask us to tell you how the Inserting and Mailing Machine can break the expensive bottle-neck of mail production.

WRITE TODAY FOR FULL DETAILS

Newest methods in mailing procedure yours . . . free for the asking! Let us show you how easy it is to solve your mailing problems with the Inserting and Mailing Machine. It will save time, effort, money and simplify every mailing operation. Write for the facts.

The First Machine Made In 1927 Is Still In
Continuous Operation!



Gathers
Enclosures



Inserts into
Envelope



Seals
Envelope



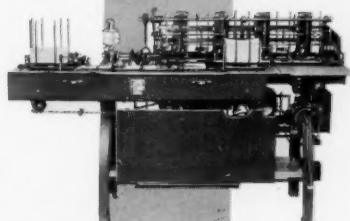
Prints Postage
Indicia for all
Classes of Mail



Counts



Stacks
Ready for
Mail Bag



basket with his left hand as his eye skips around for interest spots, he unconsciously asks four questions: (1) Who is this guy? (2) Why is he writing to me? (3) What is he driving at? and (4) What am I supposed to do? You will have to be the one to decide how fast to give your reader the answers to those questions, but I contend that the average modern reader doesn't feel satisfied unless he can find at least partial answers without digging too far.

The only way you can achieve the aim you've decided on is to use the

other fellow's viewpoint as a jumping off place. But to really comprehend how his mind works is probably the direct mail man's hardest nut to crack. It involves a lot of getting around and talking with folks, a lot of sympathetic understanding. But when the buyer receives your effort in the mail, he knows instantly and instinctively whether you have his viewpoint or whether your stuff is the customary egotistical self-centered talk.

Every letter and every example of direct mail advertising has a center. It revolves either around the writer or

around the reader. Take a census of the next hundred mailing pieces that come to your desk, and I'll leave it to you to decide how many are designed the only way they can be to get results—around the reader. In our studies of all kinds of letters written to meet all kinds of situations, we have felt times without end that the day would have been saved if the writer had taken the trouble to see the reader's side, to understand his problems, to consider his feelings.

In our offices we teach ourselves to think from P to B. P means problems, the needs and wants felt by the buyer, his ideas and prejudices, his suffering points, the void that we would like to fill. And B means benefits, the advantages of owning our product, what it does for the prospect, how it solves his problems. It's a deadly formula, and I recommend it.

5. MISTAKES IN COPY

The primary mistakes in copy, in observation, are the failure to write clear, simple English; the use of brain words instead of writing in pictures; the idea that a writer should first secure attention (whether true buying interest goes with it or not); the above mentioned error of beginning a story by writing something in the writer's head instead of something in the reader's head; the failure to put enough importance on the opening sentence of a letter; and the inability to sound natural and human, especially in letters.

Copy of course encompasses a good deal more than the technical arrangement of words. There is a personality or electric quality between the lines—something that must exist in the heart of the writer before he writes—which is mighty powerful stuff in making friends and influencing sales. Most strongly do I urge that, before you put pen to paper, you do everything you can to build up your belief, your zest for the product or service, your missionary zeal. Every experienced writer knows what every experienced salesman does—that the gleam in the eye is contagious.

6. MISTAKES IN TESTING

This section can include mainly three errors—arriving at unreliable conclusion because of inadequate quantities; mixing the factors so that you are unconsciously testing more than one thing at a time; and swallowing people's "opinions." The former two are technical and are covered in a previous chapter of this series. The

Now you can buy Rag Bond Envelopes that SEAL QUICK and GRIP TIGHT

Now, faster than ever sealing for your rag bond envelopes! For U.S.E. laboratories have developed "GRIP-QUIK," a new adhesive that produces a perfect seal, instantly, permanently.

GRIP-QUIK* Seal Flap Gum can be applied to any rag-content bond without requiring changes in surface sizing. Your bond envelopes will seal easily and stay sealed—will have the snap and crackle, opacity, fine printing and writing surface and exact match with paper that you desire.

Ask your paper merchant for samples.

*Trade Mark of United States Envelope Company



UNITED STATES ENVELOPE COMPANY
14 Divisions Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS



MADE FOR

American Writing Paper Corp.
Brightwater Paper Company
Byron Weston Company
L. I. Brown Paper Company
Crocker-McElwain Company
W. C. Hamilton & Sons, Inc.
Keith Paper Company
Millers Falls Paper Company
Neehah Paper Company
Parsons Paper Company
Whiting-Plover Paper Company
Whiting & Company
Valley Paper Company

third is crying for an article or a book, but I haven't seen one yet.

An evangelist asked his audience how many had heard him on the radio that morning, and 53 hands were raised. "Brethren, the Devil is sure working today," he said. "I wasn't on the radio this morning!"

His listeners had committed a psychological commonplace—they had given him the answer they thought would please him. When your wife is asked whether she reads the National Geographic or Bloody Tales, she lives up to another everyday rule of human nature—she gives the answer that puts her in the more favorable light. In our operations we don't take much stock in opinion tests. Psychology teaches that it just ain't normal to see yourself with impartial honesty.

7. MISTAKES IN MECHANICAL PRODUCTION

There is a process that fits almost every job, but most of us tend to travel in grooves. Some letters, for instance, that are being multigraphed or offset could and should be done by automatic typewriter. And for many jobs, it's just as wrong to use individual typing; they should be processed. Without the space to write a book—and without the technical background anyhow—all I can say is: try various methods of reproducing letters and printed folders, and learn where each one fits. Don't handicap your work by sticking with the same method for everything. Mistakes of this type are being made every day by the thousands—because somebody doesn't stop to think.

Thinking is like sleeping. It isn't the quantity that counts; it's the quality. Use check-lists like this, or build your own, to guide your thinking. Then do a serious job of cultivating the excellence of your thinking . . . but that's another story.

♦ **QUICK ADVERTISERS** who want their salesmen, wholesalers and dealers to see the advertisement an issue carries can have anywhere from 5000 to 253,000 copies produced as a part of Quick's regular press run. In addition, a cutout strip on the cover will carry the advertiser's name and the product advertised and a four-page insert, supplied by the advertiser will be bound into the magazine. The magazines will be enclosed in Quick's envelopes, addressed and mailed all for the cost of 6.5¢ per copy. That's a good direct mail tie-up.

For direct mail pieces of superior quality



IT ISN'T SURPRISING—THAT PRINTERS SAY RISING!

If you want to put your best foot forward in a prospect's door—mail-wise, that is—take your printer's advice. He will tell you to have your sales message, brochure or booklet printed on Rising.

And he should know! He has been getting nothing but the finest printing results from Rising Papers—results that are a credit to his craftsmanship and to the finer quality of Rising Intralace.

Rising Intralace

1. has a distinctive pattern appearance.
2. is new brilliant white.
3. is inexpensive.
4. has envelopes to match in 5 sizes.
5. is specially sized for offset and gravure.
6. has an excellent surface for letterpress.

WHEN YOU WANT TO KNOW
...GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER
...HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

Actual Time Checks Prove:
DUPLISTICKER® Addressing
Averages 27% FASTER
than Addressing Envelopes.

DUPLISTICKERS speed-up addressing, reduce costs, increase efficiency. Typists address 4 or more copies in one operation on letter-size sheets of 33 gummed, perforated labels. Paper is specially made for maximum number of clear copies. Ideal for mimeo and ditto duplicating. Clean, quick-part perforations, uniform stick-fast gumming. Completely trouble-free in every respect. Absolutely foolproof.

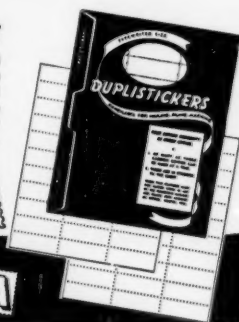
SPEED-UP YOUR ADDRESSING WITH EUREKA DUPLISTICKERS

Use "Duplistickers" for addressing all duplicate mailings, direct mail advertising, bulky envelopes, samples, premiums, etc. Postage indicia can be printed on labels for bulk mailings. "Duplistickers" serve dual purpose as address and seal on self-mailers and may be used on return cards. Package of 25 sheets (825 labels) 80¢ at leading stationery stores. White, blue, pink, green, canary, goldenrod, for color-coding.

• Write for **FREE**
Sample Package

Eureka Specialty Printing Co.
558 Electric Street
Scranton 9, Pa.

DUPLISTICKERS
are made only by **EUREKA**



list problems ?

Why not let us help you in the selection of profit-producing lists?

For mail order lists of all types

consult

willie MADDERN, inc.

LIST BROKER
215 Fourth Ave., New York 3, N. Y.
Oregon 7-4747

Charter Member National Council
Mailing List Brokers



DON'T GET CAUGHT BEHIND THE 8 BALL!

There's an easy way out of type troubles. When you're caught in a deadline rush, just call FOTOTYPE to the rescue. It's the speedy, simple answer to typesetting worries. Anyone can set type as fast as 15 characters a minute! Just slide die-cut letters into aligning composing stick and mount on layout. Saves hours, dollars, and nerves. Write for free catalog. *This entire ad set with Fototype.*

FOTOTYPE
INCORPORATED

1423 ROSCOE ST.

CHICAGO 13

INDUSTRIAL LIST BUREAU
43 Astor Place, New York 3, N. Y.
MAILING LISTS OF PROVEN QUALITY

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING ONE MAN'S OPINION

By the time this reaches print, Henry, the "horrible" brain child conceived by Ruthrauff & Ryan to sell television sets will have been forgotten and the brains that conceived it will probably be pregnant with something that may prove more "horrible" and more destructive to decent advertising.

I have quoted "horrible" because that is what one of the chief contributors to the campaign, Mrs. Eleanor Roosevelt, called it. To save face, the good lady, for whom we have always had more or less respect, said she thought her contribution would be used in a "different advertisement." That statement caused our respect for her to angle sharply to the "less." Had Mrs. Roosevelt been as smart as we have, up to now, thought she was, she would not have permitted the use of her "opinion" in advertising without first being fully acquainted with all the angles of the campaign. In fact, had she been really smart she would have kept her "opinions" out of any advertising.

And that goes for Mr. Angelo Patri, who is said to be a famous child psychologist. From reports we have learned that he is not too proud of the "brain child" he helped to father. He now says he is sorry about the whole business and that he is never going to advertise again for anyone. As I see it, he was a little late in reaching that decision. The part he played in the conception of R & R's brain baby may cause his Child Guidance business to suffer.

And that leads to the thought that one of the best jobs in advertising house cleaning would be the throwing out, along with a lot of other rubbish, the "opinions" and testimonials of celebrities and publicity hounds. Who (pardon the cuss words)—in hell but possibly a few nitwits, gives a damn what soap, tooth paste or shaving cream the movie "stars" use, or what cigarettes they smoke, or beer or liquor they drink.

If Mr. Gallup made an honest survey of all the nitwits, he would probably find that the number who chewed a certain brand of tobacco, because their

favorite stars chewed it, would be equalled by the number who didn't chew it because they didn't like that particular ham—er—"star", and wouldn't be caught doing anything he did.

And getting out of the nitwit class, Mr. Gallup would probably find that the percentage of intelligent people who chewed the tobacco because they like its taste and spittin' qualities, would be equalled by the percentage who wouldn't chew it for fear their friends would think they were chewing it because it was the chaw chose by a movie actor.

To clarify my line of thinking, let me give you a little personal case history:

For the past several years, when in need of tooth paste or shaving cream, I have merely asked for a tube of tooth paste or a tube of shaving cream. When asked "what brand," my answer has been, "Oh, I don't care." I just wouldn't want even the clerk to think I might be influenced by the silly claims made for such products. (And for the record, I have noticed that invariably, the clerk hands me a tube nearest his hand. Also for the record in spite of the fact that I have never been handed a tube of Colgate, nor used a Dr. West tooth brush, the claims for which are "supported" by *Reader's Digest*, my dentist, during the past four years, has found only one small filling necessary in the teeth that are still attached to my gums.)

In buying liquor, however, I fear to use this procedure. My fear is that the clerk might size me up and decide that I rated Lord Calvert, distilled for men of distinction—or worse, that I might be a twin or a barfly that has switched to Calvert's cheaper brand, so I just consult the price list and select a rutgut for \$4.00 or less that is advertised the least.

But Mr. Gallup would find me in the first percentage of those he would interview above the nitwits. There are some things I go for regardless of the advertising or who advocates their use. For instance, I persist in wearing bow ties in spite of the jibes of my

fellow travellers that I am wearing them because their wear is favored by a smiling high official who was once a haberdasher. I don't think that he is paid by the bow tie makers to boost their neckwear and I am convinced that he knows more about haberdashery than he does about running a country.

— O —

But just for a paragraph or so, let us go back to the R&R brain child. While it rated a bit of scoring in several leading advertising journals, one editorial hit the nail on the head, but not with sufficient force. It pointed out that the advertising of the television makers and dealers wasn't any worse than some other advertising that has been allowed to pass without criticism and that too many people are getting a feeling of smugness and self-congratulation at their own courage in fighting this particular advertising.

"Let's realize," says the editorial, "that so long as anybody continues to regard advertising as a pleasant and profitable game, without social and economic responsibilities, we shall continue to have the occasional offenders who serve as scape goats for others who deserve equal condemnation."

Quite true, but . . .

The advertising press as a whole has allowed advertising as bad or worse than that of the television makers and dealers to pass without criticism. From time to time we come across some editorial criticism of a general nature, but very rarely is the offender pointed out, and there are enough of them to keep editorial writers pretty busy at finger-pointing. Why don't they condemn not only advertisers or agencies who "regard advertising as a pleasant and profitable game," but the publications and radio networks that accept advertising that deserves condemnation.

Of course, Henry, you know what echo's answer is to that. Agencies and advertising media keep the advertising press in business and it sorta has to watch its foot.

DIRECT MAIL CONTESTS

This reporter is glad to see so many direct mail contests springing up around the country.

Paper manufacturers are backing some of them. Currently running are contests sponsored by Curtis Paper Company of Newark, Delaware; Mead Corporation, Philadelphia and W. C. Hamilton & Sons of Miquon, Pa. Most

of the paper mill sponsored contests are handled through paper merchants who induce printers to enter work done for customers.

After local screening . . . entries are judged by a national board. Idea is creating considerable interest . . . and *this reporter* is trying to arrange to get hold of top winning pieces for possible comment. Just received a few pieces from Curtis contest. They are beautiful as graphic arts specimens . . . but we need background information. One piece prepared for Sadler's Wells Ballet, with gold virkotype lettering is extraordinarily beautiful. More later on the subject. If interested, ask your local paper merchant about current contests. He'll know.

PERSONAL REPORT

During 1950 *this reporter* traveled around more than ever before. Took the story of better direct mail into nineteen areas . . . appearing before close to 10,000 people. I hit Canton, Cleveland, Cincinnati and Columbus; Syracuse, Albany and New York City

(many times); Boston, Worcester, Atlantic City, Grand Rapids; Montreal and Chicago (a couple of times each); Gainesville and St. Petersburg in Florida; St. Louis, Baltimore, Atlanta and Providence.

I appeared before advertising clubs and universities; Rotary, Kiwanis and Lions Clubs; wholesalers, hotel, insurance, financial, furriers, truckers and printers associations . . . and various groups of adult students.

I'm not bragging about it . . . just reporting. It was a fine experience . . . out on the firing line, getting new friends for direct mail, new readers of *THE REPORTER*, new material for our editorial pages.

Everywhere I found encouraging enthusiasm for this only publication devoted exclusively to direct mail. According to my figuring, I have personally talked to or with (or at least written to) nearly every reader of the magazine during the past few years. That's why our editorial material can be on an unusually or unconventionally friendly basis . . . differing from most cut-and-dried trade magazines.

Will do our best to keep it so in the days ahead. Do YOUR share . . . by writing often.

As Your Mailing List Broker HERE'S WHAT **GEORGE R. BRYANT** WILL DO FOR YOU

- ✓ Make custom consumer direct mail list selections for your offers
- ✓ Use mailer-owner direct mail and mail order experience for you
- ✓ Give practical understanding to your individual problems
- ✓ Speed service for you from New York or Chicago offices
- ✓ Obtain revenue for you through careful rental of your lists

YOU CAN REACH US AT **GEORGE R. BRYANT COMPANY**

CHICAGO . . . 75 East Wacker Drive, Chicago 1 • State 2-3686

NEW YORK . . . 595 Madison Avenue, New York 22 • Murray Hill 8-2652

Member National Council of Mailing List Brokers

Specialists in **ENVELOPES** and Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- PACKING LIST
- OFFICE SYSTEMS
- BANK STYLES
- EVERY OTHER STYLE

THE HOUSE OF ENVELOPES AND ENVELOPE IDEAS...

GARDEN CITY ENVELOPE COMPANY

3001 N. ROCKWELL, CHICAGO 18, ILL., PHONE: CORNELIA 7-3600

**When you
need
RECENT
BIRTH
LISTS**

**Remember
WM. F. RUPERT**
Compiler of NATIONAL
BIRTH LISTS EXCLUSIVELY
for over fifty-five years
90 Fifth Ave., New York 11
OR 5-3523

FOR SALE

40,000 NAMES of

Luxury Mail Order Buyers

In response to ardent requests, we are offering for the first time, 40,000 names from our '46-'49 Buyers Rental List on Ever-Ready Labels at \$15 per thousand or a special price of \$500 for the entire list. These names obtained from our national magazine advertising include more than 75% women who are wealthy collectors and buyers of fine Chinese art objects, gifts, and household products.

This list is confined to one time use only and no copying allowed. However the list may be purchased outright for \$25 per thousand or a special price of \$850 for the entire list. Lists shipped prepaid.

REGULAR RENTAL LIST SERVICE

Our regular rental list service for addressing on your empties (60,000 present total) remains at the standard rate of \$20 per thousand. Minimum \$20. Returned Express Collect.

ORDER DIRECT OR THROUGH
YOUR BROKER

Terms: Net cash with order.

Chinese Treasure Centre

PARK HILL,
YONKERS-ON-HUDSON 5, N. Y.

LET'S GO FISHING

Here are two interesting paragraphs taken from a recent letter from Jason Clarke, who produces and sells (by mail) the Anglers' Almanac containing all sorts of facts for fishermen.

"The old world sure seems to be in a sad state. . . . What's needed I think (because I do so much fishing myself I suppose) is that more people take the time to do more fishing. You can't be mad at anybody or plan aggression against anyone when you are fishing. . . . But perhaps that is asking too much.

"But back to direct mail, Henry, I wavered on renewing my subscription when the price of THE REPORTER went to six bucks but it's worth it. I can usually find something in every issue well worth the price. Dean Burgess' article in the December issue is worth the year's price alone."

Jason G. Clarke's
Fisherman's Service
Lakeville, Connecticut

TRY THIS TEST ON YOUR COPY

Take one or more pages of your favorite booklet, folder, letter, annual report or bulletin. Count out exactly one hundred words for each sample (as illustrated). Then . . . above each multi-syllable word write the number *more than one*. That is, for a two syllable word, mark (1), for a three, put (2). When finished, add the numbers and add the total to 100.

That gives your score. If (according to widely-accepted Flesch formulas) you average between 140 and 150 syllables per 100 words . . . your writing is very understandable. As you go over the 150 . . . your writing becomes difficult. When you reach 175 . . . that is getting into the technical class and cannot be understood by 95% of the adult population, (See page 26, December 1950 REPORTER.)

ACCENTING SENSIBLE ECONOMY

In the Carroll trademark, the same kind of edge and experience that reflect a refined and intelligent attitude in the use of language are used to make possible efficient communication in the realm of business, as well.

Considering the circumstances, few things feel so easy as "shopping" for a better value, in buying with their money. So, marked at this point, Carroll gives a completely frank and open policy in this regard.

Full and complete explanation of every Carroll policy is thorough understanding by everyone concerned. Write.

ten grammars of copy are provided in volume with all Carroll's clients. The Carroll communication is designed to make possible the most efficient use of time and money. And even if the family provided, it's good to have as many.

From the trademark of Carroll, the modern and complete facilities of the organization are made for Carroll. make possible the most efficient use of time and money. And even if the family provided, it's good to have as many.

For our illustration (used in Montreal clinics) we have taken a page from an otherwise beautiful booklet issued by John Carroll Sons, (Funeral Home) Lexington Avenue at 81st Street, New York 28. The booklet is typographically just about perfect. Well illustrated, conservatively printed. But the wording is simply . . . atrocious. Somebody must have been rubbing his Phi Beta Kappa key . . . not thinking of the language experience of Carroll's potential audience. Where every family is a prospect. The copy in the Carroll booklet averages 190 syllables to each 100 words . . . the highest count we have found in many moons. High brow double talk. Big words. Insincere phrases. If it were not on a serious subject . . . the whole thing would be funny. When read aloud . . . it IS funny. So, test your own copy. When it gets over 150 syllables



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.
LONGACRE 4-2640

per one hundred words . . . you are in the danger zone. Write so that your average prospect will understand. He will understand short, familiar words and short sentences.

DIRECT MAIL DOLLAR VOLUME

The dollar volume of direct mail advertising used by American business set a new high for the year during the month of November, according to figures released by the Direct Mail Advertising Association.

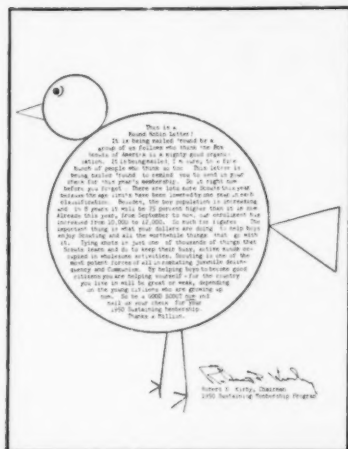
For the first eleven months of 1950, the dollar volume was \$810,519,884. The breakdown by months is as follows:

January	\$73,325,234
February	66,916,269
March	79,027,650
April	71,931,796
May	72,443,746
June	70,540,056
July	66,276,291
August	71,973,878
September	73,698,345
October	80,223,785
November	84,162,834

We will give you the final figure for 1950 in the next issue. Takes a little time to get all the facts together.

IDEAS GO ROUND AND ROUND

Here's an interesting report from Tevie Jacobs Advertising Agency, Morris Plan Building, Indianapolis 4, Indiana:



"One of my clients thinks so much of THE REPORTER, Mr. Hoke, that he subscribes to it so that I will be sure to read it. He has taken your 7 forms of letters so seriously that he is currently driving his secretary crazy typing letters in the "hanging indentation" style.

"The thing I like best about THE REPORTER is the samples of good letters and the stories behind them. My pet peeve is articles that ramble along with generalities and say nothing specific.

"The letter with the die cut hole by the loan company in the September issue recalls the letters I used to turn out for a clothing firm 15 years ago. We pasted samples of Tropical Worsted cloth over a die cut hole so that the prospect could hold the letter up to the light and see how porous the cloth was. How ideas go round and round!

"To help the cause along, I am enclosing a few letters recently turned out for a Boy Scout Sustaining Membership campaign. I always get the most fun out of turning out letters for which there is no compensation.

"THE REPORTER does a fine job in getting the thought processes going, and I appreciate the opportunity of reading it."

(signed) Tevie Jacobs

REPORTER'S NOTE: We are reproducing one of the Boy Scout letters, just to show the format. The outline of bird was printed in red. The typing in blue. First line, "This is a Round Robin Letter!" Good.

COURAGEOUS LEADERSHIP

In a time of befuddlement, when too many business leaders are issuing wishy-washy statements . . . it's a relief to read the December bulletin written by Steele L. Winterer, President of A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 16, N. Y. Without confidence and leadership . . . we could all go to pot.

TO GULISTAN DEALERS:

As this Bulletin is being written, the world situation looks very grim. At a time of discouragement, such as this, it is easy to develop a feeling of helplessness and as a result abandon our attention to our normal pursuits. As always in the past in a time of crisis, the concerted will of our people has enabled us to cope with the situation. We are confident, and you should feel confident too, that we will meet

(Continued on page 30)

MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by specialty groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed
- Low cost addressing
- Write for counts and prices
- 72-hour service
- Clean address imprints

Fisher-Stevens Service, Inc.

345 Hudson Street
New York 14, N. Y.

FOR MORE SALES
THROUGH THE MAILS
Use SAWDON ORDER-VELOPES
and COMBINE-FORMS

These Combination Order Forms
and Return Envelopes Will
Increase Your Mail Orders

Write for Specimens Used by
Leading Mail Order Companies
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

Lists that
sell
Industrial List Bureau
45 Astor Place, New York 3, N.Y.

WANTED... MAN or WOMAN

Must be fully experienced in large Direct Mail operation. Must be able to supervise and direct work of 150 female employees—typewritten, hand and machine addressing together with all other mailing operations. Write, giving complete details of your past experience, salary expected as well as top salary you have earned in the past. Give age, marital status and state willingness to make your home in a large Middle West city. This is a wonderful opportunity for the right person. Address Box 13, c/o The Reporter, 17 East 42nd Street, New York 17, N. Y.

MAILING LISTS for Every Purpose

1500 DIFFERENT CATEGORIES

Airplane Owners	Manufacturers
Boat Owners	Neighborhood Lists
Brides	Pilots
Business Execs.	Purchasing Agents
Canvassers	Professional People
Career Girls	Retailers
Contributors	Scientists
Clubs & Members	Sportsmen
Dog Owners	Stockholders
Factory Workers	Television Owners
Farmers	Vocationists
Govt. Workers	Veterans
Home Owners	Wealthy Men.
Mail Order Buyers	Wholesalers
	Women

Brand New Mailing List!

10,000 FARM CO-OPS

that sell over \$2,000,000,000 worth of all kinds of merchandise to over 5,000,000 Members! Terrific Consumer Goods Market.

Newly Elected PUBLIC OFFICIALS

Write on your business letterhead
for FREE Catalog

**DUNHILL INTERNATIONAL
LIST CO., Inc.**
565 FIFTH AVE., N. Y. 17, PLam 3-0833

3,000,000

MAIL ORDER BUYERS

MEN • WOMEN • JUVENILE

To those who wish to add
new customers in volume
we offer

40 different lists
of individual

CASH MAIL ORDER BUYERS

of books, merchandise,
giftwares, cosmetics, ap-
parel, magazine sub-
scriptions, educational
courses, etc.

Write for Catalog of lists. Include
sample of mailing literature and we
will recommend suitable lists, with
reasons why.

Bookbuyers Lists, Inc.
363 Broadway, N. Y. 13, N. Y.
Telephone WO 4-5871

this new crisis as ably as we have met others in the past.

Until the time comes when the Government wishes to utilize our various abilities and facilities for defense purposes, we consider it our job to continue manufacturing the best carpets we know how to make. We hope that every dealer and distributor in the country will also continue in his normal pursuits. By following this course our facilities and our people are being maintained in readiness for defense needs at any time the Government wishes to use them.

We are in constant touch with our defense establishments and are repeatedly placing our facilities at their disposal. Up to this time, requirements of the various items we are capable of producing are apparently being filled from other sources. Therefore until such time as we are needed, we will continue as best we can in our chosen field—the carpet business.

We urge all of our dealers to continue their present course, namely—full attention to their normal pursuits until such time as they in turn may be called upon to contribute directly to our national defense.

(signed) S. L. Winterer
President

YEAR ROUND CHRISTMAS SPIRIT

We like the idea used by our 15th floor neighbor, Cort O'Day, President of Air Devices, Inc. (17 East 42nd St., New York 17) . . . for a pre-Christmas personally typewritten letter to customers and suppliers. It contains a thought which can be used all year round.

Mr. J. W. Blank
000 Lexington Avenue
New York 17, New York
Dear Jim:

Another year has all but passed.
Another Holiday Season approaches—Christmas—with all it symbolizes for the Christian World and All People of Good Will.

Maybe we should take a leaf from that "Code of Personal Behavior" by which Old China lived.

For one of them to approach a New Year without setting his house in order and making a sincere effort to balance all accounts—personal or otherwise—was unthinkable.

With all of our present day advantages we could do even better—and make this a much fuller and happier life for everyone—if we could but work at this "Xmas Spirit" business all year thru.

A "Thank You"—or "What Can I Do To Show My Gratitude?" A "Good Luck" and

a "God Bless You and Yours"—and really meaning it—ANYTIME and OFTEN—would surely help a lot of folks over the hump—and pay wonderful dividends to the one who keeps his accounts in good order, and current, in this fashion.

If we have neglected to live by this "CODE" in our everyday behavior—please accept this as our blank check for every good thing for you and yours at this Wonderful Xmas Time and throughout the coming year.

Sincerely,
AIR DEVICES INC.
(signed) C. N. O'Day
President

EIGHT QUESTIONS FOR LETTER WRITERS

The letter by Cort O'Day (above) ties-in well with the thoughts expressed by Dr. James Bender at the closing luncheon of the DMAA Convention. We were reminded of his rules by seeing the following item in the November issue of "In Transit" h.m. of Atlanta Envelope Co., Atlanta 1, Georgia.

Uncle Sam makes it easy for all of us to write people, telling them we love them.

Today, more than any other time since Valley Forge, Americans need reassurance. Thus, anything business letter-writers do to build their customer's sense of security is a good deed in a naughty world. And it's good for business.

Eight questions letter-writers should ask themselves before they start the day's work:

- 1) Do I use words that pluck the heart strings?
- 2) Am I ashamed to express tender feelings of good will?
- 3) Do I leave the reader a happier person as a result of my letter?
- 4) Do I avoid all stilted forms that leave the reader cold?
- 5) Do I hold letter writing as one of the highest forms of expression civilized man has in his possession?
- 6) Do I keep my reader's welfare in mind as I write him?
- 7) Do I practice as good psychology in writing letters as I would use in wording a proposal of marriage to a lovely but hesitant girl?
- 8) Do I send off my letter in a spirit of prayer—that it may make the reader's life a bit easier and more pleasant for having read it?

Steno: "I have an awful cold in my head."
Boss: "Well, that's something."
Clipped from Bullseye, postcard h.m. of Arrow Service, Washington 5, D. C.

Do you find advertising brings quick results?
Yes indeed. Why only the other day we advertised for a night watchman, and that very night the safe was robbed.

Clipped from Bullseye, Postcard h. m. of Envelope Company; Atlanta 1, Georgia

PERSONALIZED COLLECTIONS

Harry Volk (Central Building, Atlantic City) who operates an advertising business and sells an art clip-book service tried a new pre-holiday technique on slow accounts. All letters personally typewritten. Worked so well, Harry claims he will never again use a form letter for collecting.

The pre-Thanksgiving Letter:

Mr. Zilch
1 Main Street

Anywhere, U. S. A.

Thanksgiving, Mr. Zilch,

is just around the corner! And that means Christmas cannot be far away. Funny thing, but I was telling Mrs. Volk the other day that Santa might have to pinch pennies with our youngsters, Corky and Jeanne Marie. I explained to her how some of our favorite accounts—like yourself—were a bit slow with their payments.

We hope that the clip books which we sent you way back on August 00 were entirely satisfactory and that you've made good use of them. If there is anything wrong, please write me a note.

But if there isn't, will you please write me a check for the 00.00. It will make Corky and Jeanne Marie very happy on Christmas morning.

And with Thanksgiving just around the corner, we'll really have something to be thankful for!

Cordially

(signed) Harry Volk, Jr.

P. S. I'm enclosing another statement for your action and a business reply envelope for your convenience.

The pre-Christmas letter was accompanied by an 8½ x 11 punched sheet from a school note-book, (reproduced here) and was actually written

DEAR SANTA
I WANT A TRAIN
AND A BOOK.
JEANNE WANTS
A DOLL.
LOVE
CORKY
XXXXXX
000000

in red crayon by Harry's eight year old son. (It's good that Mr. Corsi has no jurisdiction in New Jersey.)

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and
Situation Wanted Ads—50c per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND. "New list 25,000 largest major industrial manufacturers." No charge for our lists.
SPEED-ADDRESS KRAUS COMPANY
49-01 42nd St., Stillwell 4-5922
Long Island City 4, N. Y.

ADDRESSING . . . TRADE

Machine Addressing . . . Selections Available

*Home Owners *Car Owners
*Latin Americans *Colored Persons
*Persons over 50 *Phone Subscribers
yrs. of age.

*U of T Staff & Texas Bar Association
VARSITY MIMEO SERVICE . . . Austin, Texas

Rapid Service Unlimited Quantity
Large Staff of Expert Typists
M. Victor—Addressing for the trade
3902—9th Ave. Brooklyn 32
UL 3-3800

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.

We show you how.

Martin Advertising Agency
15P East 40th Street, New York 16, N. Y.

Mr. Zilch
1 Main Street

You'd never guess it, Mr. Zilch,
but we're going to ask you to play Santa Claus!

You see, any business may at times go beyond the routine of books and forms, typewriters and files. Sometimes it has to reflect a deep personal feeling.

Our business of selling Clip Books by mail is like that. We've paid the artists and list brokers, the printers and the postmen. Now, what about ourselves. Frankly, we can't pay ourselves until some of our favorite customers—like yourself—clean up their accounts.

As our newly-elected Santa Claus, you are getting the enclosed letter from Corky, who may one day inherit this maddening business. To Corky's little note, we'd like to append a postscript of our own!

"Dear Santa—May we have your check for 00.00 for the Clip Books shipped to your North Pole on August 00."

Merry Christmas!

(signed) Harry Volk Jr.

We've seen some of the responses . . . and they were most friendly. There's still room for sentiment and good humor in business.

BUSINESS CARDS

BUSINESS CARDS OF DISTINCTION
Process embossed, to 7 lines \$4.90/M
Arkard, 5434 R N. Glenwood, Chicago 40

FOR SALE

Fire underwriters approved two hour safe cabinet with built-in drawers to hold 300,000 3X5 cards. Will sacrifice for \$500. Personal Improvement Guild, Rockville Centre, New York.

HOUSE ORGANS

1000 Two-Color House Organs Only \$40!
Your ad front cover. (Free copy service.) Self mailer. Features Dale Carnegie, prominent cartoonists, "cheese cake", sports. Powerful good will builder. Holds customers. Brings new business. Send for sample and details.

THE CRIER ADVERTISING SERVICE
1836 Euclid Ave. Cleveland 15, Ohio

LET'S TRADE

Have Pitney Bowes Postage Meter, Model RH to exchange for Type IBM Typewriter. Elite or Pica. Box 11 . . . The Reporter, 17 E. 42nd St., N. Y. 17.

MAILING LISTS

FINE CANADIAN MAILING LIST
175,000 Mail Buyers on Elliott Stencils. Will rent to reliable house. Can mail. Write

TOBE'S, Niagara-on-the-Lake, Ont.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Just published—OFFSET SCRAPBOOK #7, 950 reproduction proofs of promotional headings, catch words and art panels, only \$3.00 postpaid. Literature free. A. A. ARCHBOLD, PUBLISHER, 1209-K S. Lake St., Los Angeles 6, Calif.

SITUATION WANTED

Advertising — Experienced, versatile. Created copy and layout for hundreds varied accounts. Many national advertisers—Expert direct mail knowledge of production. Capable steno-typist. Salary moderate. Available now. Address Box 12, c/o The Reporter, 17 East 42nd Street, New York 17, N. Y.



ART WORK BY MAIL
SKETCHES, DUMMIES, DRAWINGS
Direct to your desk by mail from my home.
RAYMOND LUFKIN 118 WEST CLINTON AVE.
TENAFLY, NEW JERSEY

Write for
Booklet

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc., 24 South Grove St., Freeport, N. Y.

ADDRESSING EQUIPMENT

Master Addresser Co., 6500 W. Lake St., Minneapolis 16, Minn.

ADDRESSING — TRADE

Shapins Typing Service, 68-12 Roosevelt Ave., Woodside, N. Y.

M. Victor, 3902-9th Street, Brooklyn 32, N.Y.

ADVERTISING AGENCY

Martin Advertising Agency, 15PA East 40th St., New York 16, N.Y.

ADVERTISING ART

John Guthrie, 1345 Green Court, NW, Washington 5, D. C.

Raymond Lufkin, 116 West Clinton Ave., Tenafly, N. J.

Harry Volk, Jr. Advertising, Central Bldg., Atlantic City, N. J.

AUTOMATIC INSERTING

Raymond Service, Inc., 160 Fifth Ave., New York 10, N. Y.

True, Sullivan, Nelbart Assoc., 47-30 33rd St., Long Island City 1, N.Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.

Robotyper Corporation, 18050 Ryan Road, Detroit 34, Michigan

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.

Arrow Letters Corp., 307 West 38th St., New York 18, N. Y.

Dorothy R. Pollard, 417 1/2 E. Capitol St., Jackson, Miss.

BINDING EQUIPMENT

General Binding Corporation, 808 W. Belmont Ave., Chicago 14, Illinois

BOOKS

Graphic Books, Inc., 17 East 42nd St., New York 17, N. Y.

British & European Lists & Campaigns

R. Aynsley-Cooper, Villa Rd., P. O. Box 136, London, S.W. 9, England

COLLATING MACHINE

Thomas Mechanical Collator, 30 Church Street, New York, N.Y.

COPYWRITER (Free Lance)

James Henderson, Box 126, Sherwood, Ohio

Hal G. Vermees, 15 Washington Place, New York 3, N. Y.

DIRECT MAIL AGENCIES

A2 Scribe, Orson Road (6) North Canton, Ohio

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.

Homer J. Buckley & Associates, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.

Circulation Associates, 1745 Broadway, New York 19, N. Y.

Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass.

Duffy & Fabry, Inc., 633 N. Water St., Milwaukee 2, Wis.

Mailograph Co., Inc., 39 Water Street, New York 4, N. Y.

Paul Muchnick Advertising, 150 Nassau St., New York 7, N. Y.

Reply-O Products Company, 150 West 22nd St., New York 11, N. Y.

Berna d R sen, 1123 Broadway, New York 10, N. Y.

Philip J. Wallach Company, 220 Fifth Ave., New York 1, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke, 17 East 42nd St., New York 17, N. Y.

ENGRAVERS—Steel and Copper Plate

Garrick Printing Company, 54 West 21st St., New York 10, N. Y.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.

The American Paper Products Co., East Liverpool, Ohio

Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.

Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Samuels Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.

Direct Mail Envelope Co., Inc., 15 West 20th St., New York 11, N. Y.

Hardy City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.

Gray Envelope Co., Inc., 55-2nd St., Brooklyn 32, N. Y.

Hi-Speed Envelope Co., 160 West 22nd St., New York, N. Y.

M. & G. Envelope Company, 20 West 22nd St., New York, N. Y.

McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.

Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.

The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio

Tension Envelope Corporation, 522 Fifth Avenue, New York 18, N. Y.

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

Tension Envelope Corporation, 5001 Southwest Ave., St. Louis 10, Mo.

Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.

Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa

United States Envelope Company, Springfield 2, Mass.

The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Curtis 1000, Inc., 350 Capitol Ave., Hartford 6, Conn.

Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.

The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

LABEL PASTERS

Potdevin Machine Company, 1281-38th St., Brooklyn 18, N. Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.

A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.

August Tiger, 545 Fifth Ave., New York 17, N. Y.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.

Ambassador Letter Service Company, 11 Stone St., New York 4, N. Y.

Ardee Service, Inc., 28 West 23rd St., New York 10, N. Y.

Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N. Y.

Century Letter Co., Inc., 48 East 21st St., New York 19, N. Y.

Mary Ellen Clancy Company, 250 Park Avenue, New York 17, N. Y.

A. W. Dicks & Co., 386 Victoria St., Toronto 2, Canada

The Reuben H. Donnelley Corp., 350 East 22nd St., Chicago 16, Ill.

Lee Letter Service, 19 West 44th St., New York 18, N. Y.

Mailograph Co., Inc., 39 Water St., New York 4, N. Y.

Mailways, 200 Adelaide St., West, Toronto 1, Ont., Canada

The Rylander Company, 19 S. Wells St., Chicago 6, Ill.

The St. John Associates, Inc., 75 West 45th St., New York 19, N. Y.

Woodington Mail Adv. Service, 1316 Arch St., Philadelphia 7, Pa.

MAILING EQUIPMENT

Chinese Treasure Centre, Park Hill, Yonkers 5, N. Y.

Inserting & Mailing Machine Co., Phillipsburg, New Jersey

MAILING LISTS—Brokers

George R. Bryant Co., Inc., 595 Madison Ave., New York 22, N. Y.

D-R Special List Bureau, 80 Broad St., Boston 10, Mass.

Walter Drey, Inc., 257 Fourth Ave., New York 10, N. Y.

Guild Company, 76 Ninth Ave., New York 11, N. Y.

Willa Maderen, Inc., 215 Fourth Ave., New York 3, N. Y.

Mallinas, Inc., 25 West 45th St., New York 19, N. Y.

Mosely Selective List Service, 38 Newbury St., Boston 16, Mass.

Names Unlimited, Inc., 352 Fourth Ave., New York 10, N. Y.

D. L. Natwick, 932 Broadway, New York 10, N. Y.

James E. True Associates, 47-30 33rd St., Long Is. City 1, N. Y.

MAILING LISTS—Compilers & Owners

Advertising Letter Service, 2930 East Jefferson Ave., Detroit 7, Mich.

Associated Publicity Service, 1913 Sixteenth St., Port Huron, Mich.

Bookbuyers Lists, Inc., 363 Broadway, New York 13, N. Y.

Boyd's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N. Y.

Chinese Treasure Centre, Park Hill, Yonkers 5, N. Y.

Creative Mailing Service, Inc., 24 South Grove St., Freeport, L. I., N. Y.

Dunhill List Company, 565 Fifth Ave., New York 17, N. Y.

Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N. Y.

Industrial List Bureau, 45 Astor Place, New York 3, N. Y.

J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N. Y.

New Outlet Surveys, 33 Union Square, New York 3, N. Y.

Official Catholic Directory Lists, 12 Barclay St., New York 8, N. Y.

W. S. Ponton, Inc., 625 Avenue of the Americas, New York 11, N. Y.

Pronio Addressing & Mailing Service, 15 Lighthouse St., New York 13, N. Y.

R. L. Rashmir, 1400 Elizabeth St., Redlands, Calif.

Wm. F. Rupert, 90 Fifth Ave., New York 11, N. Y.

MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

MESSANGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

MIMEOGRAPHING

Northern Copywriter Service, 212 High St., Ishpeming, Michigan

OFFSET PRINTING

Bachman Reproduction Service, 250 E. 43rd, New York 17, N. Y.

The Litho Studio, Inc., 49 East 1st Street, New York 3, N. Y.

PAPER MANUFACTURERS

The Appleton Coated Paper Co., Appleton, Wisconsin

Fox River Corporation, Appleton, Wisconsin

Hammermill Paper Company, Erie, Pennsylvania

International Paper Company, 220 East 42nd St., New York 17, N. Y.

Rising Paper Company, Housatonic, Massachusetts

PHOTO ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N. Y.

PHOTO RETOUCHING AND ART

Joan Bishop, 506 Walnut St., Elmira, N. Y.

PHOTOGRAPHS

Eye Catchers, 10 East 38th St., New York 16, N. Y.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc. Herb Hill Road, Glen Cove, N.Y.

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Kupfer Printing Company, 517 So. Jefferson St., Chicago 7, Ill.

Moss Photo Service, Inc., 155 West 46th St., New York 19, N. Y.

PRINTERS & LITHOGRAPHERS

Brooklyn Press, 335 Adams St., Brooklyn 1, New York

College Press, South Lancaster, Mass.

The House of Dyal, 30 Irving Place, New York 3, N. Y.

Paradise Printers and Publishers, Paradise, Pa.

Peckless Lithographing Co., 4905 Diversey Ave., Chicago 29, Ill.

Stecher-Traung Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company, 4510 East 71st St., Cleveland 5, Ohio

QUANTITY PHOTOGRAPHS

Moss Photo Service, Inc., 155 West 46th St., New York 19, N. Y.

REBUILT MAIL ROOM MACHINES

The Adamm Company, 250 Third Avenue, New York 10, N. Y.

STAPLING MACHINE

Staplex Company, 68-72 Jay St., Brooklyn, N. Y.

STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 24 So. Grove St., Freeport, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.

Mail Advertising Service Assn., 18652 Fairfield Ave., Detroit 21, Mich.

TYERS

B. H. Bunn Company, 7601 Vincennes Ave., Chicago 20, Ill.

National Bundle Tyer Company, Bilisfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

Phototype, Inc., 1423 Roscoe St., Chicago 13, Ill.

TYPEWRITERS

Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

THE REPORTER OF DIRECT MAIL ADVERTISING

SHORT NOTES DEPARTMENT

(Continued from page 9)

a complete report of Time's most recent test on seven different letters. Letters were pre-tested by asking the opinions of 3774 advertising "experts." Only three of the "experts" picked the winning combination. Not one of the remaining 3771 was able to predict the first five letters in their proper sequence. Two correctly listed the first four. But about 1000 correctly chose the first-place letter. It is an interesting case history and you should get a copy.

◆ **A RED RUBBER STAMP IMPRINT** appears on recent mailings of Barron's Magazine. Gets attention. Inside a rectangular block appear the words: "Important: Contents of Timely Value." Another mailer is using rubber stamp imprint: "Important. Air Mail Reply Requested." Even on addresses in the New York area where the mailer is located.

◆ **PERSONAL.** Nan Collins, former president of the Philadelphia Club of Advertising Women and previously with the Roland G. E. Ullman Organization, has branched out to start her own advertising agency. The Reporter wishes her the best of luck.

After seventeen years as secretary of the Advertising and Sales Club of Seattle, Lila Cassidy has resigned to devote all of her time to her Mail Advertising Bureau. The Club voted her a life membership.

◆ **JELLY BEANS** were used by the Brooklyn Letter Service, Inc., 56 Court Street, Brooklyn 2, N. Y. to get attention for a special offer on a four-color printing process. Four different colored jelly beans were attached to folder in a glassine envelope. Tie-in caption: "Remember when you were a kid? You'd walk two extra blocks to the candy store that gave you most for your penny!" Good work.

◆ **WHY IN THE WORLD** do some big organizations ruin their personal letters by making them impersonal? We recently saw a personally typed letter from the Waldorf-Astoria to the chairman of an organization which had just decided to have all of its meetings and

luncheons at this famous hotel. Instead of addressing the chairman personally the letter started "My dear Friend," without any personal name or address although the name of the organization was mentioned several times in the letter. Not so good.

◆ **"CONNIE HAS STYLE"** is the name of a well-done booklet recently issued by TWA . . . explaining Constellation service. But why was the accompanying typewritten note processed on the brilliant and blinding red paper? The lines of type actually swim before your eyes. Maybe it was a stunt to make all the readers dizzy.

◆ **"MORE FUN WITH RUM"** is title of a promotion assembly issued to dealers this fall by Puerto Rico Rum Institute, 500—5th Avenue, New York 18. Clever cut-out party game kits, table tents and menu tip-ons for restaurants and a product-story folder for training employees. Well done. Interesting note: 21% of all rum sold is consumed during December. Other months range from 6% to 9% (the latter being for both July and August).

◆ **AN UNUSUAL BOOK** has just been published by Wm. C. Brown Company, 915 Main Street, Dubuque, Iowa. The first book ever written about business papers by business paper editors. Title: "Writing for the Business Press." Price \$4.00. Edited by Arthur Wimer, Chairman, Department of Journalism, San Diego State College . . . who for twenty years was a Washington correspondent. A darn good book for anyone interested in writing . . . any kind of writing. Explanatory folder available.

◆ **IF YOU ARE INTERESTED** in typography . . . write to Monsen-Chicago, Inc., 22 East Illinois Street, Chicago 11, Illinois and ask to be put on the mailing list for their series of monthly data sheets. Each contains helpful information for use by typographers, printers, production men, artists, copywriters and others in the graphic arts field. A helpful service.

◆ **A MONSTER COUPON CAMPAIGN** is scheduled for the Chicago market during the week of January 22. More than one million families in the area will receive, in a single envelope,

seven free coupons redeemable for merchandise at local food stores. It is a new venture of the Reuben H. Donnelley Corporation and the effort is expected to boom the sales of seven nationally advertised grocery store products of as many different manufacturers. 8500 independent retailers will be contacted personally at least twice before the coupons are mailed. It is a big job.

◆ **FOR ECONOMICAL ADDRESSING.** When you do not want to put names on plates . . . you can use the idea being promoted by Ditto, Incorporated, 2243 West Harrison Street, Chicago 12, Illinois. Names and addresses are typed on a special ruled sheet divided into 33 spaces. Copies can be run on Ditto liquid duplicator . . . using special gummed perforated copy sheets which are likewise divided into 33 spaces. Labels can then be separated and attached to envelopes or mailing pieces. Balance of copies can be kept in file for later use.

◆ **SHORTEST LETTER** of the year was mailed by Helen and Clay Curtis of the Bromley House, Peru, Vermont. Only six lines of type. Here they are:

- (Reading time: 2.5876 seconds)
1. No increase in rates!
2. Let there be snow!
3. Reserve early!
4. Merry Xmas!

Period.
Then the signatures. Reservation blank was enclosed.

◆ **A TIMELY SLOGAN** is being used by Breck's of Boston (Seedsmen since 1818), 100 Breck Building, Boston 10, Massachusetts. The slogan runs in large type across the bottom of their mailing envelope which will be used for their 1951 catalog. The slogan, with illustration above it: "There's peace in your garden."

◆ **IF YOU WANT TO SEE** a beautiful anniversary job, drop a note to Rae Spencer of The Davis Press, Inc., 44 Portland Street, Worcester 8, Massachusetts and ask for his super-duper mailing on the Fiftieth Anniversary issue of School Arts magazine. Well done.

◆ **A CENTRAL INFORMATION BUREAU, INC.** has been set up at 70 Fifth Avenue, New York 11, N. Y. with John H. Pierpont as Executive Secretary.

(Continued on page 34)

for the purpose of preserving, defending, fostering, encouraging and promoting a continuance of the American system of enterprise. It is a non-profit organization and some very fine people are connected with it. Explanatory booklet is available and it is worth having.



◆ **"HOW TO GET OUT OF THE PUBLISHING BUSINESS"** is a humorous and well-written booklet issued by The Jefferson Company, Inc., 424 Madison Avenue, New York 17, N. Y. The premise is that no matter what your line of business, if it be brassieres or steam hammers . . . you are in the publishing business if you are trying to get out your own promotion pieces without the assistance of professionals. It is well done and deserves a place in your idea file.



◆ **THE SPORS COMPANY**, Le Center, Minnesota charge 50¢ for a copy of their annual wholesale catalog. A double mailing card makes the offer. The 50¢ is credited on the first \$10 order. Good way to limit distribution to only those dealers who will use it.



◆ **AUTOMATICALLY TYPEWRITTEN LETTERS** are getting more and more popular . . . particularly in the hotel industry. Bill Schulz of American Automatic Typewriter Company, 120 Greenwich Street, New York 6, N. Y. (following the National Hotel Show) prepared a portfolio showing what hotels are doing with automatically typed letters. Copies are available to folks in the hotel industry.



◆ **GARDNER COWLES** made a kindly gesture with a form letter mailed to the magazine trade during December. He brought to the attention of other executives a list of people who worked for Flair who could not be absorbed by either Look or Quick after Flair's suspension. Attached to the letter were six processed sheets listing the names of all individuals; high-lighting their work with Flair and their previous background experience.



◆ **THERE IS ONE COMPANY** which is aggressively going after South American business. Ben Shulman Associates, Inc. of 500 Fifth Avenue, New York 18, N. Y. recently mailed an eight-page folder, with an air mail reply card, to

3000 newspaper publishers and printing plant proprietors in Central and South America. Copy in Spanish. Gives complete information on Shulman services in supplying printing equipment and technical experience.



◆ **A GOOD SERVICE** is being offered by Trilane Associates, Inc., 1 Hudson Street, New York 13, N. Y. A daily bulletin on Government procurement. Lists and describes all the materials on which the Government is asking bids . . . not only in Washington but in all spots around the country. Write to Henry Scharf for details.



◆ **"HAVE YOU HEARD THIS ONE?"** is the title of an inexpensive, 16-page, 4 by 6 inch booklet published by Orville E. Reed, First National Bank Building, Howell, Michigan. Printed on newspaper stock. Contains a collection of most of the jokes which have appeared over the years in Orville's little postal card house magazine. Small type. It is designed as a good will piece to give your customers or prospects a little bit of humor in serious times. You can get copies imprinted with your own name in quantity at reasonable prices ranging from 4¢ to 10¢ each, depending on amount. Write to Orville for sample and details.



◆ **THAT OUTFIT** in La Grange, Indiana which sends out a postal card giving notice of a Christmas package "held for you" is active again this year. We kicked in 1949 . . . but it didn't seem to do much good. You are supposed to send \$1.49 to cover cost of postage and mailing. It is a too-tricky stunt.



◆ **GOOD IDEA** recently developed by American Type Founders, 200 Elmora Avenue, Elizabeth B, New Jersey. Artists and layout men can now obtain type specimen tracing cards boxed in sets of 84 cards, covering 46 of the most popular faces. Caps, lower case and figures. By placing selected card under layout tissue . . . artist can now trace the exact form of each letter in desired size. The complete sets are priced at \$5.



◆ **SCOTTISH HARRIS TWEEDS** can now be purchased conveniently by mail. If you want to see an interesting

presentation with plenty of samples of cloths available, write to the Sambi Company, P. O. Box 213, Minneapolis 1, Minnesota . . . the American distributor for textile manufacturers in the British Isles.



◆ **INCIDENTAL INTELLIGENCE**. The union responsible for promoting the New York order restricting homework typing has lost its only toe-hold in Boston. And it was recently kicked out of the R. L. Polk Company in Detroit. It was formerly called the United Office & Professional Workers of America but it has since gone into a consolidation with other Communist-dominated unions and is now something called the Distributive, Processing and Office Workers of America. Will be more than happy to report on further changes affecting the New York area . . . when, as and if.



◆ **STENCIL DUPLICATING** at its finest is illustrated in a series of sample portfolios we recently received from the Duplicator Corporation, 50 McLean Avenue, Yonkers, N. Y. Shows work produced on the British-made Gestetner machine. You would be amazed at some of the expert work being produced in France. If you write to Robert Hughes at above address, he may be able to supply you specimens.



◆ **A CLEVER SAFETY CAMPAIGN** is being conducted by Philip Morris & Company, 100 Park Avenue, New York 17, N. Y. Hospitals throughout the nation are being supplied with attractive, two-color bedside cards urging patients to "Please be Careful" in their smoking habits. Brief copy, illustrated with Little Johnnie, points out the dangers and lists three safety precautions.



◆ **MOST NOVEL** Christmas greeting of past season was designed by Guy Hodges, 331 Madison Ave., New York 17 . . . the fellow who never runs out of ideas for die-cuts and tricky mailing pieces. A take-off on the old fashioned "finger movies." A pad of 3" x 3½" cards. Flutter them with right thumb and a bell appears to toll from side to side, carrying running message, "Noel from Guy and Nell." Best ever.



◆ **WHAT'S ON YOUR MIND?** What are your plans for the days ahead? How will direct mail work for you? How can The Reporter be of more help? Write to us . . . freely. Either confidentially, or "for publication."

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